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DIRECTORATE OF DISTANCE EDUCATION

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ENGLISH FOR COMMUNICATION

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SYLLABI-BOOK MAPPING TABLE

ENGLISH FOR COMMUNICATION

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Structure

1.1 INTRODUCTION

Language is a system of communication, a medium for thought, a vehicle for literary expression, a social institution, a matter for political controversy, a factor in nation building etc., Hence, each of us has a stake in understanding how language is organized and how it is used. In other words, we should find out what is the nature of language? What is the function of language ? How is language related to linguistics ? Why do we need a discipline called linguistics ? And why do linguists spend such a lot of time trying to develop theories which could explain the workings of (human) language and communication is fundamental to the existence and survival of human as well as to an organization. It is a process of Cheating Sharing ideas information, views, facts and feelings. After Studying this unit, you will be able to.

1.2 OBJECTIVES:

- Know about the nature, history of human language and dynamic of language.
- Observe the difference between sound and meaning
- Understand transmission of meaning from one person to another person.
- Learn the communication pullers and its functions.
- Understand why communication is important

1.3 WHAT IS LINGUISTICS ?

The word linguistics originates from the Latin word Lingua which means “tongue”. Linguistics must, therefore, certainly deal with language. One of the simplest definitions of linguists is that it is a scientific study of language. David Crystal (1987:412) in his encyclopedia defines linguistics as the “science of language”.

It has also been defined as :

the scientific inquiry into human language – into its structures and uses and into the relationship between them.

(Finegan&Besnier, Languages : Its Structure and Use, 1989:8)

a scientific study of the systems / principles underlying human languages (Verma&Krishnaswamy, Modern Linguistics, 1989:26)

1.4 LANGUAGE AND COMMUNICATION

Man has been using language as a tool of communication for centuries. It has enabled him to interact with the environment and to regulate his social behavior. Though there are a number of means of communication, language is the most widely used instrument. Man communicates meaning through a sophisticated system of symbols. The sophistication which has been attained in devising this complex system of meaning-sharing activity has left the dance-of-the-honey-bee type of communication far behind.

Today language is one of the most prized possessions of man. It acts as a repository of wisdom, a propeller for the advancement of knowledge and a telescope to view the vision of the future. Ever since the dawn of civilization man has been trying to exploit the flexibility and dynamism of language for the conduct of his day-today affairs . But in this attempt he has been only partially successful. Through human society has progressed with remarkable speed, the use of language for communication is still not free from ignorance, prejudice and superstition.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. What is linguistic and non linguistic Communication ?

1.5 LINGUISTIC COMMUNICATION

Here we are concerned with linguistic communication. Let us now briefly discuss what it is and how it takes place. The word communication is derived from the Latin term communicare or communico, both of which mean to share. But communication is not merely transmission of meaning from one person to another through symbols. It implies that the system of communication is commonly owned, accepted and recognized by the members of a community. It enables them to acquire, exchange, store, retrieve and process information. Communication is thus essentially a social affair.

Looked at more closely, what is essential for communication to occur is the cooperation between two parties, one active or at the giving end and the other passive or at the receiving end.

The sender selects appropriate symbols to suit the situation and realizes the meaning through speech or writing depending upon the socially regulated requirements or self-perceived needs. At the receiving end the symbols are identified and identification obviously implies recognition and realization of meaning through the interpretive process.

Parties	Media	Mode	Function
Sender	Spoken Written	Speaking Writing	Selection Execution Selection Execution
Receiver	Spoken Written	Listening Reading	Identification Interpretation Identification Interpretation

Communication is thus a network of interactions and naturally the sender and the receiver keep on changing their roles.

Another aspect of communication is the deployment of a code consisting of arbitrarily evolved symbols and the determination of the appropriateness of their use in given situations, leading to the emergence of diverse communication patterns. A number of factors come into play in shaping these patterns. Some of these are tangible (e.g. physical setting) and others intangible such as intellectual, emotional and psychological. Communication cannot therefore always be regarded as a momentary event. Infact, it often is a momentary intensification of a continuing, cumulative process that starts before the actual communicative event takes place and continues after it has occurred. The communicator therefore must acquire a true perspective of not only the present requirements of the situation but also its relationship with the past and its impact on the future.

A clear understanding of the various components and their interrelationship is shown in Fig. 1.1 indicating the process of communication.

It would be observed that the entire event takes place within a common frame of reference, also called communication environment. The source refers to the point of origin of a message which is encoded by the sender and transmitted through the channel to the receiver. The receipt of the message exercises an impact in communication environment leading to some result. The observance of the result by the sender is called 'feedback'. The message sent is not the same as the message received. For this a number of factors which we may collectively term as 'noise' are responsible. We shall look at it later. It is also to be noted that all the message do not produce the intended result. Thus, the success of communication is measured in terms of not only the effective transmission of the message but also the achievement of the intended result. Figure 1.1. indicates the processes of initiation and reaction on the part of the sender and receiver respectively. The choice is determined by socio-physical factors.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. What is the definition of language in linguistics ?

1.6 DEFINITION OF COMMUNICATION

Communication, the buzz word in today's world, originates from the Latin word communico or communicare, which means 'to share', Various researchers and analysts define the term communication in their own way. Despite their different versions it can be briefly summed up that communication essentially means the transfer of ideas, feelings, plans, messages, or information from one person to another. Obviously however, communication is considered effective only when it gets the desired action or response.

Let us explore some of the essentials of communication with the help of the discussion that follows .

1.7 IMPORTANCE OF COMMUNICATION

The following factors make communication indispensable in the world of business.

1.GROWTH

Due to the emergency of multinational companies, large business houses usually operate both within and outside the country. The head office of a large corporate maintains a thorough and up-to-date knowledge of the various activities at each of its branch offices. It keeps them well acquainted with the activities of all the centers, which in turn establishes a link among its various branches and leads to the growth and smooth running of the entire business.

2.COMPLEXITY

This is an age of specialization and therefore, even in a single organization different activities, such as planning, production, sales, stores, advertising, financing accounts, welfare, etc., are handled by different departments. If these departments . If these departments do not communicate with one another as well as with the management, there will be no coordination among them. For instance, when production is fully geared up, stores may report shortage of raw materials. Similarly the finance department has to apprise the other departments regarding its constrains, which might have been the result of recent fluctuations in the market. In fact, all the departments and units of an organization have to go hand in hand to achieve its goals and for that, they need to keep communicating with one another.

3.COMPETITIVENESS

Items of common consumption, such as tea, cigarettes, soaps, blades, clothes, etc., are available in a dozen brands today. Marketing research suggests that firms which communicate between sell better. The better the communication skills of a salesperson, the larger the number of customers he/she can attract. Salesmanship is primarily an art of communications. Besides, companies keep competing with one another through advertisements and other propagandist strategies for securing a higher position in the market. All this involves communication at every step.

4.HARMONY

Trade unions believe in bargaining with the management and insist on the protection of the rights and dignity of the workers. The management and such unions share a delicate relation and without a proper communication between the two, no harmony can be expected to exist in an organization.

5. UNDERSTANDING AND COOPERATION

If there exists good communication between the management and employees, it will bring about an atmosphere of mutual trust and confidence. Only when the employees know exactly what is expected of them can the management utilize their potentialities and make up for their limitations. Through effective communication , employees get job satisfaction and develop a sense of belongingness with the enterprise which ultimately helps the organization grow well.

1.8 PURPOSE OF PROFESSIONAL COMMUNCATION

Professional communication aims at achieving the following objectives :

ADVISING However competent a professional may be, he/she cannot have specialized knowledge of all the branches such as licensing, taxation, publicity, engineering, etc., To succeed I n his/her job, he/she will have to seek frequent advice. Also, the junior employees need to be advised by the supervisory staff on how to go about doing their jobs. A proper and timely interaction with experts in the related areas helps the management take wise steps and grow.

COUNSELING Even an efficient employee may become slow and indifferent if he/she is fasting personal problems at home. Such employees are encouraged to consult the counseling department. Through effective communication, employees and workers share their concerns, ventilate their problems and thus are restored to their mental and physical health.

PERSUADING Persuasion may be defined as an effort to influence the attitudes, feelings, or beliefs of others or to induce action based on that. Buyers have to be persuaded to buy products. In factories or offices, the lazy, the incompetent, and the disgruntled workers have to be persuaded to do their work. It is effective communication alone that can inspire indolent and uninterested people and keep them persuaded towards achieving the common objectives of an organization.

GIVING WARNINGS If employees do not abide by the norms of the organization or violate rules, it may become necessary to warn them. Warning is a forceful means of communication for it carries with it a sense of urgency. Sensitive in nature, warnings need to be communicated well so that impact is properly created and not exaggerated.

RAISING MORALE stands for the mental health of all individuals and hence is important for the growth of an organization. Morale – to be maintained only through effective communication among professionals and hence within the organization – actually is a powerful and intangible factor representing the sum of several qualities, such as courage, determination, clarity and confidence. It acts as a kind of lubricant among people, binds them with a sense of togetherness, and impels them to work in cooperation with one another in the best interest of their organization.

PROJECTING IMAGE Communication is of vital importance in projecting the image of an enterprise in the social environment that is affected by the information which elite groups and wider public have

acquired about its goals, activities, and accomplishments. One can handily wonder at the meticulousness with which all the brochures, advertisements,, notices, announcements, and circulars – that are made public – are written and designed by the organizations. Understandably, all important documents are ruthlessly revised and edited linguistically until they help the organization achieve the objective of carving and retaining a positive image.

PREPARING ADVERTISEMENTS No matter how good a product is , it cannot succeed without effective advertising. Advertising is done through newspapers, magazines, television, billboards, Internet,, pamphlets, cards etc., Without effective communication, persuasive and catchy advertisements and publicity material can neither be conceived nor created to achieve the desired objective.

MAKING DECISIONS Communication also has an important function in solving both simple and complex problems, and making accurate decisions to positively influence organizational performance. If not properly communicated, even a good decision may sound like a bad slip.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. What is the significance of Communication?

ii. Why professional communication is important?

UNIT – END – EXERCISES

1. Bring out the factors that make communication indispensable.
2. Write down the elements of languish communication.

ANSWERS TO CHECK YOU PROGRESS

WHAT IS LINGUISTIC AND NONLINGUISTIC COMMUNICATION ?

Linguistic" means pertaining to language. "Nonlinguistic" means not using language. Nonlinguistic communication is the imparting of information without using language… Gestures, written symbols, or voice sounds don't constitute "language" unless they take place within a language framework.

WHAT IS THE DEFINITION OF LANGUAGE IN LINGUISTICS ?

The study of how humans produce and perceive vocal sounds is called phonetics. In spoken language, meaning is produced when sounds become part of a system in which some sounds can contribute to expressing meaning and others do not…. Sounds as part of a linguistic system are called phonemes.

WHAT IS THE SIGNIFICANCE OF COMMUNICATION ?

The Significance of Communication. Organizations are totally reliant on communication, which is defined as the exchange of ideas, messages, or information by speech, signals, or writing. Without communication, organizations would not function. If communication is diminished or hampered, the entire organization suffers.

WHY IS PROFESSIONAL COMMUNICATION IMPORTANT?

Communication is a most important skill. Communication skills are not only needed in daily personal life, but also required in the profession, workplace and in business. Depending on the nature of your profession … You can't be successful without great communication skills in professional life r in business.

LET US SUM UP

This chapter deals with a beautiful introduction of what is linguistics ? and how it is related to communication. You are able to cover up the process of communication with an illustration. Further the importance of communication would have enlightened you about why communication is indispensable in the world of business. Even the purpose of professional Communication would have given you a glimpse of a achieving it with beautiful objectives. It is no doubt, that you have learnt or understood what should be learnt or understood.

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UNIT -II PATTERNS OF COMMUNICATION

Structure

2.1 INTRODUCTION

Communication patterns are structures in which communication flows in an organization. They are the communication links in work teams according to the organizational structures. The patterns are related to work efficiency and who is responsible towards whom or who talks to whom. It also relates to satisfaction of group members and decision-making process. This can be applied to groups but all-to-one and one-to-all communication are also taken to be communication and if open person provides information to many, it is one-to-all communication. For example, speeches can be taken as following one-to-all communication pattern.

2.2 OBJECTIVES

AFTER GOING THROUGH THE UNIT YOU WILL BE ABLE TO

- Understand the patterns of Communication
- Know about the flow of Communication in an organization
- Identify the tour different channels of communication that are used within an organization.
- Sense the objectives of horizontal communication, the modern changes in information and technology that are related to Diagonal Communications.
- Get the understanding of the main purpose of upward communication and main function of Downward communication with the help of figures.

2.3 THE PATTERNS OF COMMUNICATION IN ORGANIZATIONS

Information flows in an organization both formally and informally. The term formal communication refers to communication that follows the official hierarchy and is required to do one's job.

In other words, it flows through formal channels – the main lines of organizational communication . Internal-operational and external-operational communication can be described as formal. In fact, the bulk of communication that a business needs in order to operate flows through these channels. For example, when a manager instructs a subordinate on some matter or when an employee brings a problem to a supervisor's

attention, the act of communication is formal. Similarly, when two employees interact to discuss a customer's order, there is a formal communication. Information of various kinds flowing through normal channels, such as policy or procedural changes, orders, instructions, confidential reports etc., is classified as formal communication. This type of communication can flow in various directions – downward, upward, lateral, or diagonal.

2.3.1 DOWNWARD COMMUNICATION

Downward communication flows from a manager, down the chain of command. When managers inform, instruct, advise, or request their subordinates, the communication flowers in a downward pattern. This is generally used to convey routine information, new policies or procedures, to seek clarification, to ask for an analysis, etc., Also, superiors send feedback about their subordinates' action through this channel. Such communication increases awareness about the organization among subordinates and employees and enables managers to evaluate the performance of their subordinates. Downward communication can take any form – memos, notices, face to face interactions, or telephone conversations. However, this should be adequately balanced by an upward flow of communication.

2.3.2.UPWARD COMMUNICATION

When subordinates send reports to inform their superiors or to present their findings and recommendations, the communication flows upward. This type of communication keeps managers aware of how employees feel about their jobs, colleagues and the organization in general. Managers also rely on upward communication for making certain decisions or solving some problems which concern the organization.

The extent of upward communication, especially that which is initiated from at the lowest level depends on the organizational culture. In an open culture without too many hierarchical levels, am angers are able to create a climate of trust and respect, and implement participative decision, making or empowerment. Here, there will be considerable upward communication. This is mainly because employees provide the input for managerial decisions. In a highly authoritative environment, where downward flow dominates, upward communication still takes place but it is limited to the managerial ranks. Suggestion boxes, employee attitude surveys, grievance procedures, superior-subordinate decisions (decisions taken for the subordinate by his superior), review reports, statistical analyses, etc., provide restricted information to top management.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. What is the purpose of downward communication?

ii. Why is upward communication important ?

NOTES

2.3.3 LATERAL OR HORIZONTAL COMMUNICATION

This form of communication takes place among peer groups or hierarchically equivalent employees. Such communication is often necessary to facilitate coordination, save time, and bridge the communication gap among various departments. Occasionally, these lateral relationships are formally sanctioned. But generally, they are informally created to bypass the formal hierarchical channels and expedite action.

From the organization's point of view, lateral communication can be either advantageous or disadvantageous. As compared to vertical (downward or upward) communication, which can at times impede and delay timely and accurate transfer of information, lateral communication can be beneficial. Nevertheless, they can also create conflicts when formal vertical channels are bypassed by employees in order to accomplish their goals, or when superiors fund out that they had not been consulted before certain decisions were taken.

Lateral communication enables the sharing of information with a view to apprise the peer group of activities of a department. The Vice President Marketing sending some survey results in the form of a memo to the Vice President Production for further action is an example of lateral communication . This type of communication is very vital for the growth of an organization as it builds cooperation among the various branches. In such organizations where work is decentralized, it plays a greater role because there is a higher probability of communication gaps.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i) What is lateral relationship ?

2.4 COMMUNICATION NETWORKS

A variety of patterns emerge when communication combines through vertical and horizontal channels. These patterns are termed as communication networks.

2.4.1 FORMAL NETWORK MODELS

There are five common communication networks that come into play in formal communication in an organization as discussed below :

The chain network represents a vertical hierarchy in which communication can flow only upward or downward. We can find this type of network in direct line of authority communications with no deviations .

2.4.2 CHAIN NETWORK

The r-network is in effect a multi-level hierarchy and a combination of horizontal and vertical flow of communication. If we turn the Y upside down, we see two subordinates reporting to one senior, with two levels of authority above the latter.

The wheel network refers to several subordinates reporting to a superior. This is a combination of horizontal and diagonal flow of communication. But there though the subordinates are of equal rank, all of

them report to one superior, and without any interaction between themselves (Figure 1.5).

The circle network allows employees to interact with adjacent members but no further. Look, for example, at this three-level hierarchy. There is vertical communication between superiors and subordinates, and horizontal communication only at the lowest level (Figure 1.6).

The all-channel network, which is least structured, enables each employee to communicate freely with the others. There are no restrictions on who can communicate with whom. All are equal as no one employee formally or informally assumes a leading role. Hence, everybody's views are equally and openly shared (Figure 1.7).

Finally for effective use of communication networks, we need to remember the following.

- No single network is suitable for all occasions.
- The wheel and all-channel networks are preferred if speed of communication is a priority.
- The chain, Y and wheel networks serve best when accuracy is crucial.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. What is chain network.

LET US SUM UP

In this unit we are able to cover up the patterns of communication. For sure, you would have been able to understand the different patterns of communication that we followed in most of the organization. Without understanding the patterns it is very difficult to understand each other when they are communicating. This unit would have helped your to now even communication networks. Definitely if you are person preparing to go send work in MNC's this chapter can be the gateway to achieve it.

UNIT – END EXERCISES

1. Write down five common Communication networks.
2. Draw illustrations for the models of communication

ANSWERS TO CHECK YOU PROGRESS

WHAT IS THE PURPOSE OF DOWNWARD COMMUNICATION ?

To inform the subordinates : The prime objective or downward communication is to communicate organizational goals, plans, programmers, policies and procedures to the employees. Downward communication also helps the employees to understand their duties and to relate their duties to those of others in the organization.

WHY IS UPWARD COMMUNICATION IMPORTANT?

Upward communication helps employees to express their requirements, ideas, and feelings. For the top management. Upward communication is an important source of information for business decisions. It helps in

alerting top management about the requirement of changes in an organization.

WHAT IS A LATERAL RELATIONSHIP ?

A lateral relationship in management is a link between two employees of the same organization who are at the same level of authority…. The term describes the 'side by side' relationship that two employees may have in the hierarchical structure of a business.

WHAT IS DIAGONAL COMBINATION ?

A diagonal business combination involves two or more business entities performing subsidiary services combining themselves under a single management.

WHAT IS CHAIN NETWORK ?

Chains and supply networks both describe the flow and movement of materials & information, by linking organizations together to serve the end-customer.

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UNIT-III MANAGEMENT OF COMMUNICATION

Structure

3.1 INTRODUCTION

Management of Communication is the systematic planning, implementing, monitoring, and revision of all the channels of communication within an organization, and between organizations; it also includes the organization and between organizations; it also includes the organization and dissemination of new communication directives connected with an organization, network, or communications technology. Aspects of communications management include developing corporate communication strategies, designing internal and external communications directives, and managing the flow of information, including online communication.

3.2 OBJECTIVES :

→ After learning this unit you will be able to
→ Achieve organization's goals.
→ Exchange information.
→ Format and execute plans.
→ Increase efficiency.
→ Know how to use electronic equipment.
→ Learn what word process DTP is and other Technological developments.

3.3 MANAGEMENT OF COMMUNICATION AND IN FORMATION

One of the greatest concerns of an organization is how to deal with the accumulation of information and at the same time keep its communication pattern strong and healthy enough to bear the burden of handling enormous data. Here technology has come in a big way to help organizations keep their communication pattern vibrant and meaningful to meet the increasing demands. Now aids are available to store, process and disseminate information, so much so that professionals have begun talking in terms of a paperless office, discarding the traditional ways of maintaining hundreds of paper files for communication purposes. The emphasis is on speed, efficiency and facility to recall the required information at a short notice.

If you go to a well-equipped office you will find a number of technological aids buzzing with activity. Until recently the emphasis was on using electronic equipment for recording and preserving oral communication. Now there is an equal stress on using technology for what traditionally used to be recorded and transmitted on paper. Now we shall turn our attention to a few items of equipment which have quickened the

pace of communication and made it more convenient and efficient and especially if they are based on a computer system.

3.4 WORD PROCESSOR

A word processor can type more rapidly, efficiently and effectively than a typewriter and do many other things which a typewriter cannot do . It can perform the following functions.

- Display on the screen whatever is being typed, even the line breakups, paragraph settings, page breakups, margins, etc.,
- Rearrange a given text without retyping the entire matter.
- Adjust the lines automatically without pressing the carriage.
- Shift a word automatically to the next line, if it goes beyond a line.
- Hyphenate long words occurring at the end of a line.
- Replace a word or a phrase anywhere in the text, without disturbing the rest of the matter.
- Move the text, insert the text from different files.
- Edit the text.
- Proofread.
- Prepare indexes.
- Mail merge (merging of routine form letters and the addresses)
- Sort information in alphabetical order.
- Store the text on magnetic tapes or on magnetic disks, and get various combinations of output of the text so stored.
- Retrieve the text as and when required.
- Get some special formatting effects such as setting of margins, automatic indentation, etc.,

The following figure shows the components of a word processor, depicting the input and output devices through which the user communicates with the machine. These devices translate the user's language into the machine language (through some electrical and electronic signals),and the machine language back to the user. The devices are the keyboard, screen, and printer. They are a part of the hardware system.

The keyboard is an input device, and is similar to the keyboard of a typewriter, but has a number of special keys. Apart from the normal keys, it has numeric keypad for the numeric information, function keys for operational use, and cursor keys to adjust the position of the cursor. Any character when keyboard is enclosed stored in memory and is also displayed on the screen. The screen is an primary output device in a personal computer (PC), and is similar to a T.V. screen in appearance. The data, graphic and the text, are both displayed on the screen . It normally displays twenty-four lines at a time, each line consisting of eighty-four characters

The printer is an output device through which information is transferred on to a paper.

Thus we see that a word processor is very useful for day to day work of an organization. Through it we can get maximum output in minimum time keep the information stored, and retrieve it as and when needed.

Check your progress

Note a. Write your answer in the space given below
b. Compare your answer at the end of the unit

i. What is the difference between word processing and word processor ?

3.5 DESK TOP PUBLISHER (DTP)

A DTP is another device which can help you escape from tedious tasks like cutting, pasting, designing, and redesigning the material when you are assigned a printing job. It has made publishing easier and it is increasingly being used for bringing out reports, manuals, brochures, bulletins, etc., A unique feature of this device is its ability to combine the text and graphics and to produce finished typeset quality printed material. Its production process is integrated and it enables the user to move directly from the author's design to camera ready art work. Thus when you use a DTP you will have a greater control over the information structure. Briefly stated, its functions are as follows:

- Creating text and visuals on the PC with the word processing and graphic software.
- Integrating text and visuals into a page using layout software.
- Printing with a laser printer, document with typeset quality appearance, and
- Designing, editing and producing high quality communication at a fraction of the time and expense required by conventional production techniques.

Usually a DTP has a laser printer which ensures quick and effective printouts. It is run by a computer system and uses software such as word processor, business graphics, picture designer font designer, etc.,

Check your progress

Note : a. Write your answer in the space given below
b. Compare your answer at the end of the unit

i. What is DTP and its application?

OTHERS

Micro computers are used for storing documents of all kinds in large data bases. The information contained in these documents can be recalled quickly, modified or revised or completely erased.

Similarly micro-films can store a mass of written or printed material which can be magnified and read.

Electronic mail refers to a system by using which it is now possible for a person to transmit information both orally and visually to another person

without personal contact. This is done by electronic impulses controlled by a computer system through a network of terminals located at the desired places. The data is displayed on the screen and the person transmitting the data can orally explain its significance. It is also possible for a professional to use his terminal for the display of required information by drawing upon a centrally located memory bank.

There are many more such devices; what we have given above is a sample. We can visualize a time when we shall read from a screen instead of a page, type into a machine rather than write by hand, dictate to a computer instead of to a secretary.

Whatever devices and methods you use, remember transmission of the message is the only concern; the sophisticated technology that might be used to construct and transmit it is of no consequence if the message is lost.

Check your progress

Note : a. Write your answer in the space given below

b. Compare your answer at the end of the unit.

i. What is electronic mail service ?

LET US SUM UP

This Chapter deals with Management of communication or information Too much of information can't be handled by human beings as we can't store up all the information. So Technological equipments like word processor, Computer Printer, and other micro Computer are being used to get the work done faster. By reading this, you will come to know why is it necessary for you to being touch with Technology as the world can't go further without it. This Chapter stresses the need of Technology in professional communication.

UNIT – END QUESTIONS

1. Ponder on the function of DTP
2. Discuss the Function of word processor.

ANSWER TO CHECK YOUR PROGRESS

WHAT IS THE DIFFERENCE BETWEEN WORD PROCESSING AND WORD PROCESSOR ?

It is like the difference between penmanship and a pen-one is a process, the other is the device used for that process. A "word processor" is a device or software program used to type text and format it to look good on a page, "word processing" is using a word processor.

WHAT IS DTP AND ITS APPLICATION ?

Desktop publishing (DTP) is the creation of documents using page layout software on a personal ("desktop") computer… Desktop publishing software can generate layouts and produce typographic-quality text and images comparable to traditional typography and printing. It is highly useful in organizations to manage too much of information.

WHAT IS ELECTRONIC MAIL SERVICE ?

E-mail (electronic mail) is the exchange of computer-stored message by telecommunication. (Some publications spell it email; we prefer the currently more established spelling of e-mail.) E-mail messages are usually encoded in ASCII text.

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UNIT - IV BARRIERS TO COMMUNICATION

Structure

4.1 INTRODUCTION

If we look around carefully, we will see that there are people who never listen to others at meetings; quite a few of them write incomprehensible memos; some do not value other's opinions; some others are unable to seek cooperation from their colleagues and subordinates. Moreover, even a thoroughly prepared communicator commits mistakes, even though the errors are rarely as frequent or as serious as the ones made by a careless communicator. All this happens because communication received is not the same as communication sent.

The fact is that as a professional, we need to constantly work towards developing effective communication skills. Primarily, all professionals need to overcome the barriers to effective communication. This can only be done when they are able to identify the communication barriers and their crippling impact on those involved in the process of communication.

4.2 OBJECTIVES

After going through the unit you will be able to;

- Understand what is a barrier?
- Be aware of barriers to communication and find strategies to overcome them
- Identify how Barriers cause communication Breakdown.
- Come across what is a verbal Barrier, what are the Non verbal and listening Barriers and etc.,
- Follow ways to overcome the different types of Barriers in your personal and professional life.

4.3 VERBAL BARRIERS

More often than not, most people consider themselves to be good and effective communicators simply because they feel they can speak fluently. While speaking fluently is an important aspect of communicating, yet it is not the only requirement. One should be able to listen effectively, speak fluently and clearly, write well, and read in the language(s) others are familiar with. Thus, there are some verbal barriers such as verbal attack, speaking loudly unnecessarily, and using complex words and phrases. Whenever one interrogates, citizens, or blames the other, verbal barriers are created. Similarly, the following reasons may create verbal hindrances in the communication environment.

4.4 LACK OF PROPER PLANNING

Too often, we find that people start talking or writing without thinking or planning. They do not clearly state the purpose of the message. This often results in miscommunication or partial breakdown in the communication process.

4.5 SELECTION OF A WRONG VARIETY OF LANGUAGE

For various human interactions, we choose different varieties of expressions. Imagine a lawyer flaunting his courtroom gambits and exploiting his argumentative skills to convince his wife to give him a cup of tea! The chances are that he won't get that ! The reason is obvious; it is a wrong variety of language chosen and hence it fails to elicit the desired result. Because of a wrong variety of language, even a strategy, otherwise effective and useful, may fail miserably. In the convoluted world of communication, at times it is the selection of a wrong variety of language that leads to failure as the speaker fails to get the feedback of his/her own liking.

4.6 BADLY ENCODED OR WRONGLY DECODED MESSAGES

The sender may have clarity about the message that is to be conveyed, but it may still not reach the receiver because the message might have been improperly expressed. Choice of wrong words, absence of punctuation marks or wrongly-timed pauses, poor organization of ideas, use of unnecessary jargon, etc., bring vagueness in the message. It is not just that the speaker may put ideas into coherent and properly worded expressions; it is at times even the liteners who may contribute to the messy world of misinterpretation by decoding the message in a startlingly different way.

4.7 SEMANTIC GAP

Semantic gap or distortion might be deliberate or accidental, for example, an advertisement saying, 'We sell for less, 'raises the question, 'Less than what?' Is the product sold to less number of people or offered at a less price? Thus, a message such as this may have different connotations and

may leave the recipient of the message wondering about the real intention of the message. Thus, whatever there is a gap between the message sent and the message received, it might have arisen due to the language employed and the way it has been interpreted.

4.8 DIFFERENCES IN PERCEPTION OF A MESSAGE

Different people perceive a particular situation in different ways. This clearly means that all the people cannot perceive a single message in the same way. Consider a situation wherein there occurs a dispute between a worker and his/her superior and a third person is asked to inquire into the matter. During investigation, it is very likely that both the worker and the superior will not recall the situation in exactly the same way. This is mainly because their perception levels are not the same. To overcome this problem, one needs to communicate from various perspectives, try to verify the matter from different points of view, and then come to a conclusion.

4.9 VARIATION IN LANGUAGE

Sometimes certain words and idiomatic expressions are culture specific. If we do not use them appropriately in the respective cultural context , it might lead to miscommunication or

non-communication. For instance, what is called sidewalk in the US, in Britain it is called pavement, whereas in India, it is called platform. Similarly, it is apartment in the US, flat in

Britain, and house in India. In the same way, we find in Britain to table a proposal means to act on it, whereas in America it means to postpone.

Therefore, if we use such expressions, it would lead to confusion and consequently may lead to the breakdown of communication.

Check your progress – 1

Note : a. Write your answer in the space given below

b. Compare your answer with those given at the end of the unit

i. Define Barrier

4.10 NON – VERBAL BARRIERS

Apart from the basic aspects of communication stated earlier,, one needs to keep in mind the non-verbal aspects too in order to be considered adept in communication skills,, Moreover when verbal and non-verbal messages clash, receivers tend to trust the non-verbal messages. Sometimes even flashing eyes, rolling eyes, quick movements or very slow movement, or avoiding eye contact may also cause non-verbal barriers to effective communication. Raising eyebrows constantly suggests that the speaker is not convinced about the information that he/she has shared. Bulging eyes leave the audience alienated as the speaker un necessarily sounds arrogant. Even when a presenter keeps his/her hands or thumbs constantly in the pockets of his/her trousers, he/she will certainly appear snobbish, scared or deceptive to his/her audience. Similarly, if some awkward gestures are constantly used by the Speaker, these will create

blocks in the smooth flow of communication. Chapter 10 on-non-verbal communication deals with the topic in greater detail.

4.10.1 LISTENING BARRIERS

Poor listening results in incomplete, incorrect, and inconsistent responses. Sometimes people do not listen to others properly and patiently because rather than listening to others' views, they may just be waiting anxiously for the speaker to keep quiet so that they may articulate their own views. Experience suggests that those who listen to others with dwindling attention fail to speak properly as well. It is so because listening is the mother of all speaking.

Listening requires concentration, patience, and focus; the turbulence characterizing a quintessential twenty-first century mind, however, renders the whole task extremely challenging. And although we all pretend to listen to others while sitting in a meeting or attending some oral presentation, we usually are occupied with the idea of speaking at the earliest opportunity. It is so because speaking is a human urge, while listening is a compulsion. We all aspire to be speakers but not necessarily all of us crave to b e a listener. That is why, there are many speakers but just a few listeners. Moreover listeners interrupting the speakers or avoiding an eye contact with them also causes barriers to effective listening.

Besides the above, the following reasons may also cause listening barriers in the communication environment.

- Making the speaker feel as though he/she is wasting the listener's time.
- Being distracted by something that is not part of the ongoing communication.
- Getting ahead of the speaker and completing his/her thoughts.
- Topping the speaker's story with one's own set of examples
- Forgetting what is being discussed.
- Asking too many questions for the sake of probing.

Check your progress -2

Note : a. Write your answer in the space given below

b. Compare your answer at the end of the unit

1.What does poor listening result in ?

4.11 MISCELLANEOUS BARRIERS

Besides the barriers discussed so far, there are other barriers too. For instance, an individual's subjective viewpoint towards issues/people may lead to a breakdown of the communication process. Similarly, an emotional block or bias that is based on a third party's viewpoint, or non what one has read/heard may also lead to a big hindrance in communication.

Here are a few complex barriers for which a detailed discussion is provided.

4.12 PREMATURE EVALUATION OF MESSAGE

It is an undesirable human tendency to jump to hasty conclusions, approve or disapprove what is being said or written, and generalize the ideas without being convinced. This tendency often leads to failure in communication because the listeners and readers evaluate the message without fully understanding its real essence. In business organizations, beginners are prone to hasty and often miscalculated guess, which usually leaves their controlling officers somewhat bemused and grumbling.

4.13 INFORMATION OVERLOAD

In various organizations, the employees in the key positions get unrestricted flow of information. Struggling with an information overload thus, they often tend to ignore the important information unconsciously while processing the information. For instance, the person concerned might miss the word 'not' in a message, which reverses the intended meaning. It is also observed that people respond to information overload by simply escaping from the ask of communication, for example, wherever authorities demand detailed documentation for procuring government contracts; people sometimes shirk the task and simply furnish unauthentic or incomplete information.

4.14 DISTRUST, THREAT AND FEAR

Inconsistent and unpredictable behavior of the superior leads to arousing distrust and fear among the subordinates. If a subordinate has been punished for presenting un favourable but true facts in the past, he/she will not express his/her ideas however innovative and crucial they may be due to real or imagined fear. Eventually, the communication process, in a scenario like this will break down.

4.15 LESS TIME FOR ORIENTATION AND FOR ADJUSTMENT TO CHANGE

Changes affect people in different ways and it may take some time to adjust to the implication of changes occurring regularly both in our personal and professional worlds. Some communication situation indicate a need for further training, career adjust or status identification. If the employees do not get sufficient time to adjust, alter, or prepare themselves to face the changes around them it hempen communication and can severely affect their performance in an organization.

4.16 EMOTIONAL REACTION

On his retirement day, a senior executive of a leading firm received many sincere tributes during a special dinner hosted in his honour. When finally asked to speak he got up from his seat, spoke a few words but could not continue. He was choked with emotion. Depending on the intensity of our emotions thus, our response or reaction may create barrier in communication. Emotions such as fear, suspicion, anger, and joy may act as hurdle in making ourselves clear to our audience.

4.17 RIGID ATTITUDE

Human communication is all about sharing and conveying emotions, ideas, and attitudes . A stubborn attitude on the part of the listener or the

speaker may lead to a failure of communication. It is a well-known fact that we cannot learn anything unless we purge ourselves of our pre-conceived notions.

Check your progress – 3

Note : a. Write your answer in the space given below

b. Compare your answer with those given at the end of the unit.

i. What is the danger in premature evaluation of message .

SOME REMEDIES

Following are some of the ways to overcome the different types of barriers we confront both in our personal and professional life :

1. Send the data only to the people who require that.
2. Emphasize the major ideas.
3. Delete unwanted details.
4. Maintain transparency in policy matters.
5. Ensure clarity in message and look for a genuine feedback.
6. Understand others' emotions.
7. Understand other cultures and language variations and use the appropriate variety in the given context.
8. Make sure that information overload does not affect the communication environment adversely.
9. Maintain openness and acknowledge that people have different perceptions and views regarding things.
10. Encourage innovative ideas and views so that people do not unnecessarily live in fearers.
11. Listen attentively to others
12. Speak with clarity and conviction or language proficiency. We can achieve the desired result in communication.

Check your progress - 4

Note : a. Write your answer in the space given below

b. Compare your answer with those given at the end of the unit

i. What is meant by information overload ?

ii. What is understanding the culture of someone very important?

Let us sum up

To sum up, barriers which are caused due to fear, ecstasy, joy, threat, etc., can easily be overcome by increasing self-awareness, careful listening, and a desire to share and build empathy towards others. Moreover, by knowing more about the receiver's background and the level of knowledge

UNIT – END EXERCISES

1. Write a short note on nonverbal Barriers
2. Discuss how verbal Barriers affect one's communication.

ANSWERS TO CHECK YOUR PROGRESS

1. A Barrier is anything that Prevents you from receiving and understanding the messages others use to convey their information ideas and thoughts.

2. Poor listening leads to errors, ineffective decisions, loss of team chession and etc.,

3. Premature evaluation of message leads a person to jump to lastly conclusions, disapprove or approve what is originally said and fail in Communication. It also results in miscalculated guess.

4. It is nothing but exposure to or provision of too much information or data. It is also the difficulty in understanding an issue and effectively making decisions when one has too much information about that issue.

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BLOCK -II NON VERBAL COMMINCATION AND INTERVIEW

UNIT –V NON-VERBAL COMMUNICATION

Structure

5.1 INTRODUCTION

The Non –Verbal Communication is the process of conveying meaning without the use of words either written or spoken. In other words, any communication made between two or more persons through the use of facial expressions, hand movements, body language,, postures, and gestures is called as non-verbal communication.

5.2 OBJECTIVES

AFTER READING THIS CHAPTER, YOU WILL BE ABLE TO

- Understand what is meant by non-verbal communication
- Learn in detail about the various aspects of non-verbal communication, namely body language, paralinguistic features, polemics, etc.,
- Understand the different nuances of body language conveyed through one's personal appearance, body posture, walk, hand movements, eyes, facial expressions etc.,
- Understand how paralinguistic features such as voice, volume, articulation, pronunciation, inflexion, pauses, etc., create an added impact in interpersonal, mass, and media communication.
- Learn to appreciation the subtleties of non-verbal communication and use them in your personal and professional communication.

5.3 PERSONAL APPEARANCE

A person's external appearance is as important as the anterior of a house. Do you think you would be impressed with a house or its people if you found the anterior of a house shabby ? Certainly not. If the anterior is not well kept, most of us are likely to conclude that the house is not well-maintained.

Similarly, a speaker who does not seem to be maintaining himself/herself well is not likely to win the appreciation of the audience.

Now, what is it that can make or mar out personal appearance? Let us have a close look at the nuances of the term and understand how to score well on this front.

5.4 DRESS, MAKE-UP, SHOES, AND HAIR STYLE

Northing in the professional world happens by chance. Professionals make their own choices. Therefore, if the choices go wrong, one cannot expect the right results. For example, if you choose to wear a rumpled dress on the day you are being interviewed, it is sure to spoil your chances of landing into a job. However in the professional world there is something more than a job at stake. Therefore, it is important that you select a dress that is neatly washed, properly ironed, and fits you well. Being properly dressed does not mean being fashionably or glamorously dressed. Dressing well and keeping a good posture is not something you should do only on special days to make an impression on someone. It is something you have to cultivate, because if you dress sloppily in your everyday life and then one fine day decide to dress to kill, chances are that you won't succeed. Therefore, make it a habit to dress well

5.5 POSTURE

Posture refers to the way we sit, stand and carry ourselves. Our posture communicates the way we visualize the world around us. For instance, what do you think of a person who keeps his/her head down while walking ? you must have seen people looking down while walking. Do they exude confidence and case ? Certainly not. Most of them actually seem to be scared of being noticed. Some others appear to be lost in deep thought and contemplation. Such people are either mocked at or ignored. On the other hand, the person who stands, sits, and walks up right commands respect and attention. Therefore, a professional has to cultivate and maintain elegance in his/her sitting, standing, and walking posture.

Given below are some important tips, following which you can maintain in impressive posture during professional meetings, interviews, group discussions, presentations, and other formal occasions :

1. Look straight while walking; avoid looking down at the floor, outside the widow or door, or up at the ceiling.
2. Don't let your shoulders droop.
3. Lift your feet clearly off the floor while walking; avoid dragging them.
4. Avoid being too slow or aggressively fast while walking up to the podium or dais.
5. Don't slouch while walking , or sprawl while sitting.
6. Don't sit on the edge of the chair; it communicates unease and discomfiture.
7. Avoid crossing your legs while sitting or standing before your audience.
8. Avoid leaning on the lectern or reclining against the back of the chair.
9. Keep shifting your body weight as you stand before your audience.
10 Feel and communicate case through your sitting and standing posture, and also the way you carry yourself at professional gatherings.
11 Avoid keeping your feet at attention or parallel.

12 Keep one foot ahead of the other; this helps you feel and appear at ease.

Check your progress
Note a. Write your answer in the space given below
b. Compare your answer at the end of the unit
i. Why is a person's personal Appearance very important?

5.6 GESTURES

Just as a picture can silently speak a thousand words; a gesture can communicate all that the speaker feels, consciously or unconsciously .

5.6.1 COMMON GESTURES AND THEIR COMMONLY UNDERSTOOD MEANINGS

- Waving indicates saying hello or goodbye.
- Making a first indicates anger.
- Thumbs up shows appreciation or agreement.
- Pointing means showing something
- Crossed arms indicate submissiveness, defense and negativity.
- Hands on knees indicates readiness.
- Locking hands behind one's back indicates one's arrogance.
- Rubbing the eye indicates doubt and disbelief.

A speaker or listener's gestures and hand movements can support and emphasize their state of mind. Imagine a speaker who keeps rubbing his/her palms while delivering a speech; imagine a listener who sits cross-legged and also clamps his/her arms against the chest; think of a communicator who keep s rubbing his/her face. What do you make of them? Do these people create a favorable impression on others? Clearly, they don't .

Given below are a few tips which should be borne in mind while using gestures and other hand movements:

1. Keep your hands in control ; don't let them have a life of their own.
2. Don't let your arms wave below your waist or allow them to loosely move about.
3. Use graceful and socially acceptable gestures.
4. Avoid aggressive and provoking gestures.
5. Don't rub your palms or your face while speaking or listening to others; it suggests lack of confidence and uncertainly.
6. Don't keep your arms folded against your chest; it suggests evasion and fear.
7. Don't keep your hands locked behind you; it suggests concealment of your true personality.
8. Avoid twitching or rubbing your nose.

5.6.2 FACIAL EXPRESSIONS

Just as eyes are regarded as the windows to the soul, the face is considered an index of our mind. If there are unpleasant, sad, and

gloomy expressions on your face, you are likely to create a very negative impact on your listeners or speakers. In the entire communication process, it is the person's face that we get to see most of the time. Therefore, if a face reflects negativity of any type and expresses dejection, irritation, indifference, fear, confusion, inhibition, vulnerability , or doubt it is likely to severely affect the effectiveness of communication.

Since your face gives an indication of what you experience while communicating with others, it is of great significance to all the people involved in the process of communication. Therefore, use your face for expressing your confidence and ease. Start with a smile; a smile can light up your face. A smile is more often than not likely to help you establish a rapport with your co-communicators. You may have noticed that speakers who spoke to you with a smile on their faces were well accepted and better listed to. If a smile can work wonders, there are in contrast many negative expressions also which may completely wreak your communication with others. Think of a face that has a three day stubble or a perpetual frown or smirk. Would you, as an audience, associate with such a person who runs you down or doubts you through his/her facial expressions? Let there be emotions of confidence, zeal, and enthusiasm. Let your face reveal a heart that is willing to associate and communicate; express this attitude both while being a speaker and a listener.

Given below are some tips which may help you maintain proper facial expressions while speaking or listening to others :

1. Start with a smile but don't keep smiling throughout.
2. Don't have a frown on your face; it suggests arrogance.
3. Avoid raising your eyebrows while speaking or listening to others.
4. Don't purse your lips while speaking; it reveals your lack of confidence.
5. Don't narrow your eyebrows; this too suggests your lack of trust in others.
6. Avoid being dull in the face; express confidence and ease.
7. Avoid expressing dejection, sadness, or indifference.
8. Avoid reflecting strong emotions on your face.
9. Let your face suggest your honesty, integrity, and conviction in what you say.
10 Don't smirk; it suggests arrogance.
11 Don't express any kind of disrespect or contempt for your listeners.
12 Let your face suggest a willingness to associate yourself with others.

Check your progress
Note a. Write your answer in the space given below
b. Compare your answer at the end of the unit
i. Define gestures.

5.6.3 EYE CONTACT :

Eyes are the windows to the soul. They truthfully convey the emotions and feelings one goes through. In fact, it is believed that you can tell lies with words but your eyes will give away the truth. Therefore, looking into a person's eye is the best way to understand his/her attitude or reaction to all that you speak. Hence, maintaining an eye contact with your speaker and listener is the most important part of your non-verbal communication skills.

As a professional speaker, try to look into the eyes of the people in front of you. At times, the crowd that we face is huge and we feel nervous and hence start avoiding eye contact. Remember however, that it is bound to spoil all the impact of your otherwise well-written and well-articulated speech, Similarly, if you avoid eye contact during a job interview, you are more likely to lose rather than gain. It is a so because someone who is not able to look into the eyes of their interviewers is considered edgy, nervous, and lacking in self-confidence. Even during group discussions and other meetings, the speakers become increasingly conscious of those who do not look at them as they speak. Again, speakers who do not look into the eyes of their listeners during meetings and other discussions are also likely to lose their credibility.

In fact , in any human discourse, eyes play a very significant role and avoiding eye contact is seen as an indication of evasion, fear, doubt, vulnerability, inadequacy and confusion. Expressing any of these emotions is equal to digging one's own grave. Therefore, regardless of your position in any human interaction, learn to look into the eyes of your co-communicators. Here are a few suggestions, following which you will be able use your eyes to support your effort in communicating your ideas effectively :

1. Maintain good eye contact with your listeners.
2. While addressing a large gathering, ensure that you keep looking in all directions.
3. While others speak, observe them carefully and try to understand the non-verbal cues they emit.
4. Exude confidence through your eyes.
5. Feel warmth for your fellow listeners/speakers; it is likely to improve your eye contact with them.
6. Feel and express a willingness to connect and communicate through your eyes.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. What are the benefits of eye contact ?

5.6.4 SPACE DISTANCING

WHILE communicating in formal situations, it becomes quite important for us to understand and respect the territories of other professionals, and

see to it that they never feel intruded. In fact, if you stand too close to people while speaking to them in formal situations, they are likely to resist and resent your presence. Like all animals, humans too have a psychologically defined territory and not many are welcomed beyond a certain point.

Standing or sitting too far away from your listeners or speakers, on the other hand, is also not all that advisable. Just as standing or sitting too close to others may make them feel intruded upon, and violated or choked, standing or sitting too far away may communicate a sense of alienation and lack of warmth. Therefore, it becomes important for us to understand the different zones into which the psychological territories of human beings can be divided. How we can appreciate the various psychological zones maintained by most of us is given below.

5.6.5.INTIMATE ZONE

No stranger is welcome into the intimate zone which is shared only by spouses, lovers, children, parents, and very close relatives and friends. Anyone who tries to enter someone's intimate zone in professional situations is more likely to seem like an intruder.

5.6.6.PERSONAL ZONE

Watch carefully the distance 'maintained by people while they interact with one another during business gatherings, social functions, parties, and other friendly get-togethers. The distance maintained by people in a zone varies from a couple of inches to a couple of feet and is indicative of the warmth or the necessity to maintain formality in relations. When the personal and the professional relations seamlessly fuse, it becomes possible for professionals to enter each other's personal zone without appearing to be intruders.

5.6.7 SOCIAL ZONE

The distance maintained between a couple of feet to several feet is suggestive of the social zone that we maintain while interacting with strangers or occasional visitors such as laundry persons, gardeners, plumbers, electricians, etc., In professional gatherings, people sometimes are seen maintaining this distance. Social distance is effectively maintained in situations where professional needs overweigh the personal.

5.6.8 PUBLIC ZONE

In most professional communication situations, public zone is most commonly maintained by the speakers and their audience. Consequently, we find a defined area from where the speaker has to address his/her listeners. Through a distance of some feet is usually maintained between the speaker and the listeners while they share a public zone, the actual distance maintained differs from culture to culture. For instance, it is quite possible for a teacher in India to walk up to his/her students and reduce the

distance of several foot to barely half a foot or so. It may not be possible for them to do so while addressing students in some other countries.

In fact, the distance between the listener and the speaker depends a lot on the culture and environment in which communication between them takes place. Therefore, it is important for us to understand and appreciate such cultural variations and requirements, and adjust the distance between us and our listeners accordingly.

Zones and Distances Maintained within Different Zones

Zones	**Distances**
Intimate	15-46cm
Personal zone	46cm-1.2m
Social zone	1.2-3.6m
Public zone	Over 3.6m

Source : Pease, Allan and Barbara Pease, the Definitive Book of Body language, Manjul Publishing House, Bhopal,, 2004. P.195.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. What is proxemics?

LET US SUM UP

In this unit you have learnt about Non verbal Communication, personal appearance, Posture, Gestures and facial expressions, Eye Contact and Space Distancing These topics would have severally helped you to understand why non-verbal communication is also important and it shouldn't be taken for granted. As a matter of fact all the above discussed topics would prepare a student for attending on interview. Thus Non Verbal Communication would have brought you closer to know the branches of it and help you communicate better in the days to come.

UNIT – END EXERCISES

1. List out the different zones in space Distancing.

2. Write down few suggestion that are to be followed in Eye Contact.

ANSWERS TO CHECK YOUR PROGRESS

1. Because personal appearance can show the attitude and politeness of treating people. It represents respect and etiquette to everyone.

2. Gestures are movement of part of the body, especially a hand or the head, to express an idea or meaning.

3. It can make people more resistant to persuasion.
   It makes you words more memorable
   It makes people more honest.

4. It is the branch of knowledge that deals with the amount of space that people feel it necessary to self between themselves and others.

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UNIT- VI FACE TO FACE CONVERSATION

Structure

6.1 INTRODUCTION

Conversation means the informal discussion among the people. When one person discusses his views, opinion to another person and exchanges their views in the presence of both then it is called face to face conversation. It also includes the face-to-face discussion on a particular issue. In this method, both the information receiver and sender can exchange their views freely and fairly. So, face-to-face conversation is an informal discussion through spoken language and words on a particular issue among the people to exchange their views freely and fairly weighs each other.

6.2 OBJECTIVES :

After reading this chapter you will be able to ;

- Master the skills to become a good face to face conversationalist.
- Learn the key features of good conversation and how to prepare yourself for it.
- Understand what face to face conversation does in Business and personal Encounters.
- Learn how to draft effective face to face conversations.

Before we go into learn about face to face conversation it is very important to know what is conversation in general and its purposes. And

also getting to know some Tips for improving. Conversation would help you a lot more.

6.3 WHAT IS CONVERSATION

Conversation is perhaps one of the most commonly employed methods of self expression that characterizes our everyday speech-making activity. Although conversations occur normally and naturally to us, most of us tend to take for granted our ability to make our conversations work. However, like any other form of communication, conversation require effort, focus, and practice. Before talking about how to become a good conversationalist let us know the basic aims of conversations.

6.4 PURPOSE OF GENERAL CONVERSATIONS

Broadly speaking, there are three aims and purposes of conversations.

6.4.1 SELF-EXPRESSION AND INTERACTION

The first aim of a conversation is to have the pleasure of self-expression and interaction with other people. We spend time with people whom we like and whose company we find stimulating. This is the driving force behind all our social activities. Whenever we have an opportunity to interest with people over dinner, a party, of some occasion, we wish to express ourselves, share out ideas and get acknowledged as a good conversationalist .

6.4.2GETTING TO KNOW THE OTHER PERSON BETTER

The second purpose of conversation is to get to know the other person better . In all kinds of business, you require to know the other person so as to get a feel of how he/she thinks, feels, and reacts.

6.4.3.BUILDING TRUST AND CREDIBILITY

The third aim of conversation is to build trust and credibility with the people whom you meet. It is only possible with the kind of conversations we have with one another. In our professional lives, particularly for better teamwork, we need to converse well with others. People who get along very well almost invariably spend a lot of time talking about various subjects.

6.5 FEATURES OF A GOOD CONVERSATION

HERE ARE THE IMPORTANT CHARACTERISTICS OF A GOOD CONVERSATION :

1. The conversation should shift back and forth, with each person getting an opportunity to talk. Conversation in this sense is like a ball t hat is tossed from one person to another, with no one holding on to it for very long.

2. It should be clearly and concisely worded.

The sender should deliver the complete massage leaving no room for confusion.

6.6 TIPS FOR IMPROVING CONVERSATIONS

In this section, we will discuss the important tips for improving conversations.

6.6.1 SPEND UNBROKEN TIME

One of the very best ways to learn about another person is to spend unbroken time in their company. You must have observed that a four or five hour car trip or train journey with another person helps you know him/her better. This is because of the quality and amount of conversation that you have had with the other person.

6.6.2 LISTEN MORE THAN YOU SPEAK

As you have heard many times earlier, we come to this world with two ears and one month and we should use them in that same proportion. In conversations, this simply means that you should listen twice as much as you talk if you want to get a reputation for being an enjoyable person with whom to converse.

6.6.3 ASK QUESTIONS

The art of good conversation centers very much on your ability to ask questions and to listen attentively to the answers. You can garnish conversations with your insights, ideas, and opinions, but you perfect the art and skill of conversation by perfecting the art and skill of asking good, well-worded questions that direct the conversation and give other people an opportunity to express themselves. Ask open-ended questions that cannot be answered with a simple 'yes' or 'no'. Open-ended questions encourage the speaker to expand on his/her thoughts and comments. Ask questions such as 'What do you mean by… exactly ? , 'Let me see if I've got this right . What you're saying is… 'What do you think of it, precisely speaking?', This is amazing. What next?', 'How did it happen?', etc.,

6.6.4 RESIST THE URGE TO DOMINATE

In order to be an excellent conversationalist, you must resist the urge to dominate the discussion. The best conversationalists seem to be easy-going, cheerful, and genuinely interested in communication skills the other person. They seem to be quite content with listening when other people are talking, and they make their own contributions to the dialogue with remarks that are short and to the point .

Listening is the most important of all skills for a successful conversation. Since everyone enjoys talking, it takes a real effort to practices excellent listening and to make that a habit.

The major reason why most people are poor listeners is that they are busy preparing a reply while the other person is still speaking. They are very much like boxes, waiting for the other person to let their guard down so that they can jump in with a quick verbal punch and take over the conversation. The best listeners seem to have developed the knack of

making the person who is speaking feel as if they were very attentive and rather concerned throughout.

6.6.5 USE APPROPRIATE BODY LANGUAGE

You should also nod and smile when you agree to what the person is saying. Be active rather than passive. Suggest non-verbally also that you are totally engaged in the conversation. Throughout the conversation, maintain an eye contact while the other person is talking. A short pause, of three to five seconds, is a very classy thing to do in a conversation. This helps you avoid running the risk of interrupting if the other person wants to still continue, Moreover you understand what he or she is saying with greater clarity. By pausing, you mark yourself as an effective conversationalist.

6.6.6 PARAPHRASE THE SPEAKER'S WORDS

By paraphrasing the speaker's words you exhibit that you are genuinely paying attention and making every effort to understand his/her thoughts or feelings. This way, they will find you interesting and fascinating. They will want to be around you. They will feel relaxed and happy in your presence.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. Why is face to face conversation important ?

6.7 DEFINE FACE TO FACE COMMUNICATION

Face to Face Communication may be defined as communication when the communicator transmits his message in person to the receiver in person verbally and even non-verbally. Thus face to face communication is both verbal and non-verbal. All face communication is oral, but all oral communication need not be face to face for E.g. the telephonic talk is oral but not face to face.

6.7.1 DYNAMICS OF EFFECTIVE FACE TO FACE COMMUNICATION ARE

1. In face to face communication at least two individuals (receiver and sender) should be physically and mentally present at the place of communication.

2. In face to face communication there should be proper encoding with most appropriate and pleasing words by sender.

3. In face to face communication there should be proper decoding by the receiver after receiving the message.

4. In face to face communication there should be some (Partial/full) response or feedback. Since it is direct, great care should be taken in the selection of the words which should be appropriate and polite.

6.7.2 FACE-TO-FACE IN BUSINESS AND PERSONAL ENCOUNTERSBUSINESS INTERACTIONS

A face-to-face conversation is an absolute requirement for collaborating on a business venture or for asking one's boss for a raise. You wouldn't even consider asking for a job promotion without doing it face-to-face, would you ?

This is especially helpful in a sales interaction, for example, where visual feedback of body language is so important. A top –notch salesperson uses body language to know how to proceed with a sales pitch.

Customer service is also best performed face-to-face, since all the visual cues can be picked up and responded to appropriately. A customer may be frustrated about a product or may have a service question. Visual feedback shows quickly if he or she understands the help being provided.

PERSONAL CONVERSATIONS

Personal Conversations among friends is enhanced and appreciated when the same techniques I've described are used. When more meaning is derived from conversations with friends, one will want get together more often for an enjoyable chat.

A face-to-face conversation is also useful for having insightful discussions of mutual interest, Before the telephone was invented by Alexander Graham Bell in 1876, people had no choice but to get together when they wanted to have a conversation. Social skills were enhanced since people were accustomed to the art of conversation.

With the Internet and smart phones, too many people are hiding behind their devices. Let's not lose that important part of human communication that only face-to-face can provide.

6.7.3 ADVANTAGES OF FACE-TO-FACE CONVERSATION

In modern society, with the rapid development of technology, people have more choices ways to communicate each other such as face-to-face, letters, emails or telephones. However I believe that face-to-face communication is much better than other types of communication are described as below :

1.RESPONSES IMMEDIATELY : When people communicate each other in person, they can get a response immediately without misunderstanding. During the conversation, people can not only hear a response from others, also see how they are feeling; people can guest what will take place next, how the conversation is about, which is very important to have a successful talk.

2.EXPRESS OF FEELINGS : Using face-to-face communication helps people express their feelings, ideas much better. Instead of using words only when people choose letters, emails or phone for communication, people can use eye contact, verbal language in order to show their

opinions. Scientists show that more than seventy percent people use body or verbal language in communicating; thus, it's very important for people use actions to express views.

3. SUITABLE FOR RESPECT : Face-to-face communication enjoys yet another distracts advantage, the message being communicated also gets the assistance of facial expressions and gestures.

4. SUITABLE FOR DISCUSSION : Face-to-face communication is particularly suitable for discussion, for there is immediate feedback from the listener. Face-to-face communication provides the speaker with a much better opportunity for adjustment. A twist of the lips, a frown on the forehead, a contraction of the facial muscles point out that the message is not welcomed; then changes of tone or sympathetically looking is to be needed. These adjustments are possible only in face-to-face communication.

5. CONVERSATION TO LEARN : We learn a great deal via conversation, including conversations with ourselves. We learn highly valuable life lessons.

6. CONVERSATION TO COORDINATE : Coordinating our action in ways that are mutually beneficial. Anytime we negotiate one favor for another, we use conversation to reach an agreement to transact.

7. COLLABORATE : Coordination of action assumes relatively clear goals, but many times social interaction involves the negotiation of goals. Conversation is a requisite for agreeing on goals, as well as for agreeing upon and coordinating our actions.

6.8 DISADVANTAGES OF FACE-TO-FACE CONVERSATION

DIFFICULT TO PRACTICE IN A LARGE-SIZED ORGANIZATION : Face-to-face communication is extremely difficult to practice in large-sized organizations, particularly if their various units or departments are situated at different places.

Not effective in large gatherings : It is very difficult to get a message across to large gatherings. Even though the speaker is addressing them face-to-face, the vital personal touch is missing. In the absence of a satisfactory feedback, his speech lapse into a monologue.

Ineffective if the listener is not attentive : A limitation which the face-to-face communication shares with oral communication is that its effectiveness is closely linked with the listener's attentiveness. Since human beings can listen to grasp the message faster than the speed at which they are delivered, they will easily get delivered thus making communication ineffective.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. What is face to face conversation communication in business ?

6.9 TELEPHONIC CONVERSATION

6.9.1 INTRODUCTION

In the contemporary world, most of our conversations, interactions, and discussions with others take place over the phone. Telephone or cell phone is, in fact, the most commonly used tool of communication, among professionals staying in different parts of the world. Whether they work in a large or a small organization, professionals need to interest mostly through telephones. Although telephonic conversations and discussions are held by most of the professionals, not all of them seem to be well equipped to reflect proper telephone etiquette while making or receiving a call. In fact, owing to this pervasive use of telephones, many of us tend to treat it like a trite, everyday affair and hence sound uncouth, discourteous, impatient, or annoyed to our listeners.

6.9.2 OBJECTIVES

After going through this unit you will be able to ;

- Answer and make telephone calls in a professional manner.
- Learn techniques to efficiently respond to a customer call.
- Build rapport with the customer and satisfy their needs quickly.
- Handle pressure or complaint, with comply with understanding.

6.9.3 DEFINITION

A telephone conversation is a verbal communication between two or more people carried on by means of either mobile or landline telephones. It can be short and casual, or it can be longer and more format. The format typically varies based on the relationship of the people making on the phone.

GIVEN BELOW ARE TIPS FOLLOWING WHICH ONE CAN MAINTAIN PROPER ETIQUETTE WHILE MAKING OR RECEIVING A TELEPHONIC CALL :

1. Identity yourself immediately to your listener. For instance, one can say, ‘Hello? I am Swati Khanna. May I speak to Mr. Deepak Molhotra ?
2. If the call is made in the professional capacity, one can identify oneself also through the designation or position one holds. For example, we can say, Good Morning; I am Dr.Pareek from the Mathematics Department of Gyanpeeth University, Allahabad, and I wish to speak to…
3. The same level of courtesy is to be maintained while receiving a call, even from an unknown person. At times, people sound irritated particularly when they receive unsolicited calls. Quite

often we hear people responding like Yeah? Who is there ? or Hello ? Who is this ? Such irritation however may prove quite costly as not maintaining pleasantness in one's voice may tantamount to not knowing how to deal with stress or strangers. Therefore, instead of a curt and blunt response, one can speak in a polite and pleasant manner such as 'Hello? May I know who is calling? Or Hello? How can I help you?

4. Another practice that counts as bad etiquette is the habit of putting people on hold while one talks to others. This certainly is annoying to those who have made the call. It is true that one might be busy while he/she gets a telephonic call. A very common temptation in such a situation is to keep the other person on hold, particularly when we do not find it economically viable to callback later on. However, the practice needs to be discouraged in case we are unsure of how much time we will take in finishing off the conversation with the other person and getting back to the caller on the phone. The best way, of course, would be to take the call, promise to call back at an appropriate time, and keep that promise.
5. Avoid promising a callback in case it is not possible. In such a case, we can ask the caller to call again at some other time or deflect the call to the person who can best deal with the particular issue.
6. End the call on a pleasant note. Normally, a pleasantry such as Thanks for calling… You are welcome… Feel free to call me if you need anything else… etc., puts the persons at the other end at ease and helps them create a positive picture about you in their mind.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. Why is the telephone so important?

LET US SUM UP

The chapter talks about face to face communication and telephone conversation, which are very important for anybody who wants to be good of the above discussed topics. Generally we all want to be good conversation a list. But knowing the rules and regulation would swell help you to have better understanding of them. You could even go and work in BPO's as a declarer as Telephonic Conversation deals with not only friends and relatives but also customers. It is good that this unit has exposed you to know something which is to be known.

UNIT END EXERCISE

1. Provide tips for improving conversation
2. Jot down the proper etiquettes for Telephonic Conversation.

ANSWERS TO CHECK YOUR PROGRESS

WHY ARE FACE TO FACE CONVERSATIONS IMPORTANT ?

Proper face-to-face conversation is an important part of our social skills. Clear and precise communication is necessary for success in many human endeavors. In today's society, face-to-face communication is necessary for success in many human endeavors. In today's society, face-to-face

conversations have become less frequent due to technology such as email, texting and cell phones.

WHAT IS FACE TO FACE COMMUNICATION IN BUSINESS ?

Face-to-face meetings “build stronger, more meaningful business relationships, they said, while allowing better social opportunities to bond with clients and coworkers. It is also easier to read body language and facial expressions and interpret device for facilitating human communication. Telephone operators played an important role in directing telephone calls and performing troubleshooting activities as well. However, their work became increasingly redundant as the telephone became increasingly automated.

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UNIT-VII INTERVIEWS - INSTRUCTION DICTATION

Structure

7.1 INTRODUCTION

The word 'interview' comes from inter and view, Inter means in between, and view means to see. In fact, an interview is a process in which the employer gets an opportunity to see whether the candidate is suitable for the position vacant, and the candidate tries to prove that he/she possesses the desired skills and knowledge.

The crux of the matter is that your prospective employer is interested in you only if you have the desired skills, qualification, and knowledge . Therefore, before you appear for an interview, you have to make sure that you possess these. Further, it is crucial that you are well prepared, so that you can confidently stake your claims for the slated position. In fact, it would be quite worthwhile to understand the whole process of the interview so that you can prepare yourself for all its stages and also. Instructions and Dictations in an organization are also very important. An employee must learn there to do better in order to help in the progress of the organization.

OBJECTIVES

AFTER READING THIS CHAPTER, YOU WILL BE ABLE TO

- Understand what a job interview is and its importance in the selection procedure
- Familiarize yourself with the job interview process
- Learn in detail about the various personality traits that are assessed during job interviews
- Understand the different stages of job interviews that are held before recruiting a candidate
- Get to know the different types of job interviews held
- Learn the does and don't for achieving success in job interviews.

- Direct others to perform a particulars act.
- Speak every syllable with equal emphasis and know the importance of Dictation in an organization.

7.2 STAGES IN JOB INTERVIEWS

Before you appear for your first job interview, it is advisable to know the various stages through which your suitability for the job is assessed. These stages may included the following steps/stages of screening :

- Screening of application
- Appraisal of curriculum vitae (CV)
- Competency tests/technical know-how
- Psychological tests/aptitude test
- Group discussion (GD)
- Negotiations
- Medical test

7.2.1 TYPES

There are various types of interviews that are held for different fields and positions. Here are a few types which are held for middle level managers and fresh engineers.

7.2.2 TELEPHONIC/PHONE INTERVIEW

A common initial form of interview is the telephonic interview. This is an interview conducted over the telephone or mobile phone. This is especially common when the candidate does not live near the prospective employer and also has the advantage of keeping costs low for both sides. In case of a large number of candidates, this method is used as a tool for the first round of screening. Though a telephonic interview sounds easy when compared to a face-to-face interview, the task requires thorough preparation on the part of the candidate. In this type of interview, the candidate's voice plays a key role.

At times, telephonic interviews may finally decide a candidate's suitability for a position. Mostly however, it is followed by other rounds of the interview which aim at finding out of candidate's suitability for the job from various perspectives. At times, these rounds may not be proceeded by a telephonic interview at all.

7.2.3 TECHNICAL INTERVIEW

This is an essential round of screening. In this part of the interview , the experts on the panel try to assess your knowledge in the subject domain. They ask your questions related to various fundamental concepts involved, their application, and your ability to relate your knowledge in other related fields. Look at a few technical questions:

7.2.4 BEHAVIORAL INTERVIEW

A common type of job interview in the modern workplace is behavioral interview. This type of interview is based on the notion that a candidate's

past behavior is the best indicator of his/her future performance. In behavioral interviews the interviewer asks the candidates to recall specific instances where they were faced with a set of circumstances, and how they reacted. Typical behavioral interview questions are usually worded like this :

1. Tell me about a project you worked on where the requirements changed midstream. What did you do ?

2. Tell me about a time when you took the lead on a project. What did you do ?

3. Describe the worst project you worked on.

7.2.5 STRESS OR SKEET SHOOT INTERVIEW

The candidate is asked a series of questions by panelists in rapid succession to test his/her ability to handle stress filled situations. You need to be mentally alert since you are asked more than one question at a time. You should stay calm during such sessions. Stress interviews might involve testing an applicant's behavior in a busy environment. Questions about handling work overload, dealing with multiple projects, and handling conflict are typical.

Another type of stress interview may involve only a single interviewer who behaves in an uninterested or hostile manner. For example, the interviewer may not make eye contact , may roll his eyes or sigh at the candidate's answers, interrupt turn his back, take phone calls during the interview, or ask questions in a demeaning or challenging style. The goal is to assess how the interviews handles pressure or to purposely evoke emotional responses. Given below are a few sample questions of stress interview :

7.3 DESIRABLE QUALITIES

While appearing at job interviews the prospective candidates must aim at reflecting the following traits.

- Clarity of thought
- Balanced point of view
- Logical thinking
- Sincerity
- Capacity to conceptualize
- Presence of mind
- Cool composure
- Maturity
- Openness
- Good understanding of fundamentals

7.3.1 PREPARATION

Any fact facing us is not as important as our attitude towards it, for that determines our success or failure.

-Norman Vincent Peale

Preparation for a successful ob interview requires the candidate to do the following :

7.3.2 KNOW THE COMPANY

Researching a company about its products and services is essential before you go for an interview. This can easily be done by browsing the site of the company, by going through its brochures and report, and by getting to know the value of its shares and debentures.

7.3.3 HISTORY

Gather Information about the company you want to work for. Visit the company's website and talk to anyone you might know who works there are had worked there. Find out details such as; What products or services does the company offer or sell ? When did it start ? Who are its promoters? What is the total strength of employees in the company ? What is its position in the market? Who are its major competitors in the market ?

7.3.4 PROJECTS UNDERTAKEN

What are its significant projects ? What kind of benefits does it reap from those projects ? – There are certain questions that the candidate should seek answers for.

7.3.5 GROWTH

The candidate should try to find out details such as : What are is growth prospects in future ? Does it have any plans to expand in the near future ? What is its growth rate ?It is important to know about the company

7.3.6 KNOW YOURSELF

Before you set a foot on your job-hunting expedition, take some time to know yourself. The more self-aware you are, the more confident and comfortable you will be in job interviews.

Strengths and uniqueness : While preparing for an interview, you should always try to know your own strengths and weaknesses. In the following situation, you can see how impressively the interviewee responds.

7.3.7 INTERVIEWER

What is your major weakness ?

Interviewee : I sometimes go into greater details of the task assigned to me which makes the task a little unmanageable at times. But, lately I have realized that I need to keep track of both my ideas and the time allotted for the task, and I am working towards being better at time management.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. What are your strengths and weaknesses ?

REVIEW COMMON INTERVIEW QUESTIONS

There are few questions which are invariably asked in most of the interviews. A good technique is to write out your answers to the questions you anticipate and then read your polished answers out loud, over and over, Go through mock interviews with the help of your friends. Most questions will relate either to your ability to do the job or to the type of employee you will be.

Some such questions are given below. For these questions, try to find out and craft your own answers. Do not try to imitate others. A few questions have been answered, and the purpose behind these questions have also been discussed briefly to guide you, so as to help you get to know how to prepare answers for the frequently asked questions on your own.

1.TELL ME ABOUT YOURSELF

APPROACH : This is the most often asked question in interviews. You need to have short statement prepared in your mind. Be careful that it does not sound rehearsed. Limit it to work related items unless instructed otherwise. Talk about things you have done and jobs you have held that relate to the position you are interviewing for. Start with the item farthest back and work up to the present.

2.WHAT IS YOUR GREATEST STRENGTH ?

APPROACH : This is a great chance to highlight your best skills. Don't pick just one; focus on your top three or four strengths. Some of the qualities you can mention are persistence, dedication, punctiliousness, commitment, leadership skills, team-building skills, and organizational skills. Determine which strengths would fit best with the position for which you are applying.

ANSWER Sir, as far as my strengths are concerned, I'm good at organizational skills, prioritization, and time management. But my greatest strength is my ability to effectively handle multiple projects within deadlines.

3.WHAT IS YOUR GREATEST WEAKNESS?

APPROACH : Be careful with this one. To stand out, be more original and state a weakness, and then emphasize what you have done to overcome it. Be sure the weakness you talk about is not a key element of the position.

ANSWER : Since I am a hard worker, I've had trouble delegating duties to others. The reason being, I felt I could do things better myself. This has sometimes backfired because I ended up with more than what I could handle and consequently, the quality of my work would suffer. But I've realized this lately and attended courses in time management and learned effective delegation techniques, and I feel I am able to overcome this weakness.

4.ARE YOU A TEAM PLAYER ?

APPROACH You are, of course, a team player, Be sure to have examples ready. Provide the example that shows you often perform for the good of the team rather than for yourself to establish your team attitude. Do not brag.

ANSWER : Sir, I am a good team player. I was part of a team of six members for the Automated Traffic Control system project which was to be demonstrated at the IIT Mumbai Tech Fest. This was ready well in time, but the system did not work an evening before when we were supposed to leave for Mumbai. As a first reaction, all of us felt dejected and low because we checked everything but could not trace the problem. Our project guide was out of station. We were helpless. Then I called up my uncle who is mechanical engineer in LNT and explained the problem . He guided us in that crucial hour. We worked throughout the night and finally we could demonstration it. I mean, I believe that the task that the team has been assigned or taken up should not suffer even if I have to walk an extra mile.

5.EXPLAIN HOW YOU WOULD BE AN ASSET TO THIS ORGANIZATION

APPROACH : You should be keenly looking forward to this question. It gives you a chance to highlight your best points as they relate to the position being discussed. Give a little advance thought to this relationship.

ANSWER : Sir, I will definitely be an asset to your organization, because I am a person who possesses skills both in networking and banking, which are the major requirements of this position. Moreover, the experience that I gained during my industrial internship in JP Morgan Stanley will help me do my work efficiently. So, in this way I will contribute significantly for the growth of the organization.

6.WHY SHOULD WE HIRE YOU ?

APPROACH : Point out how your qualities and skills meet what the organization needs. Do not mention any other candidate's name to make a comparison.

7.WHY DO YOU WANT THIS POSITION ?

APPROACH : Here is where you research about the company will help you stand out among the other candidates. Explain how you have always wanted the opportunity to work with a company that provides a vital public service and leads the industry in innovative products. Explain how your qualifications and goals complement the company's mission, vision, and values (use specific examples).

ANSWER : Sir, I have gone through the job profile that was mentioned in the advertisement. I understand that you are looking for a person who is an expert in both networking and banking. Since I have done a couple of courses in banking, and computer science is my discipline, I now networking very well. I shall be able to apply and expand on the knowledge and experience I've gained during my internship, and will be able to increase my contributions that will add value to the company.

8.WHERE DO YOU SEE YOURSELF FIVE YEARS DOWN THE LINE ?

APPROACH : Don't tell them that you want to be where they are sitting right now – the interviewer may feel threatened. Also, don't tell them that by that time you would be renouncing all your worldly pursuits and would set out on a search for truth. This is an opportunity for you to demonstrate your long – term planning capacities. They are asking about your career aspirations. Tell them that you see yourself in a role in which you will be hand long more responsibilities effectively and capably, because the current job will provide you with a lot of learning and experience to do so.

TIPS FOR SUCCESS

Following are the dos and don'ts for the success of an interviewee.

Dos
1. Find out about the company
2. Practice
3. Greet interviewers enthusiastically and sit comfortably.
4. Dress smartly to make a good first impression.
5. Be mentally alert.
6. Stay positive
7. Focus on what you have to offer, not what you want.
8. Appear confident.
9. Be prepared to ask the interviewer questions.
10 Thank the interviewers before leaving.

Don'ts
1. Don't tell lies.
2. Don't blame your circumstances.
3. Don't find faults with your earlier
4. Employer or company.

5. Don't make tall claims about your skills.
5. Don't fidget about in your chair.
6. Don't use vocalized pauses while answering.
7. Don't look down or make furtive eye contact with interviewers.
8. Don't bluff about issues you are not aware of.
9. Don't keep on simpering sheepishly or answer emotionally.
10 Don't exhibit your nervousness.

Check your progress

Note a. Write your answer in the space given below
b. Compare your answer at the end of the unit
i. How can I introduce myself during interview ?

7.4 INSTRUCTION

Directing others to perform a particular act is one of the functions of a professional. Contrary to the general belief, it is not an easy task to tell others what one expects them to do without causing any psychological or emotional resistance. In fact, giving instruction is an art which can be cultivated. For the purpose of this discussion, we shall treat all that is said to achieve a single task as one instruction. For example, if you ask your secretary to make arrangements for a meeting, you may instruct her to supervise the seating arrangement, supply of stationery, serving of coffee, etc., Here the as is the arrangements for the meeting and all that you have asked your secretary to do is related to that task and is therefore one instruction.

Most often you will be required to give instruction to subordinates and junior officers. While doing so, keep in mind :

(i) the background knowledge of the recipient ;
(ii) his psychological make-up ;
(iii) his capacity to grasp and
(iv) his ability to act upon your instructions.

Further, make sure that you restrict yourself to one task which you want to be performed. If a situation requires you to give more than one instruction. Separate each by a time-gap or a clear signal for the end of one instruction and the beginning of the other. The language you use should be plain, direct and polite and the sentence short. Generally the response to an instruction is an action and its success is measured by the extent to which it has been performed, according to your visualization.

The main difference between he instruction on the one hand and conversation and interview on the other is in terms of response. In the latter, two the response is verbal whereas in the former it is action. The verbal response to it is only to indicate that the recipient has understood the message or to affirm his ability to act upon it.

Check your progress

Note a. Write your answer in the space given below
b. Compare your answer at the end of the unit

i. What is simple instruction ?

7.5 DICTATION

Dictation is another type of dyadic communication, which is very frequently used in professional organizations. It is an art which every professional has to learn in order to transact his day-to-day business efficiently. It is wrong to suppose that one automatically acquires the ability to dictate as soon as one joins an organization. INF act, it requires lively imagination and constructive mentality to practice this art successfully. Some of the hints given below would prove to be helpful for your in learning the art of dictation:

(i) Tell the steno the form of communication you are going to use and the situation prompting it. For example, one may begin by saying the following to put the steno in a receptive mood : 'This is a letter in response to the enquiry we have received from Bharat Steel Corporation.. Now we shall write a circular inviting quotations from registered firms… "This is a memo to all heads of sections asking them to implement resolution No.48 recently passed by the Board of Directors.

(ii) Picture the entire composition, i.e. the total matter to be dictated, in verbal terms. The sequencing of ideas and the structure should be clear in your mind before you start dictating.

(iii) Develop the capacity of one sentence buffer memory into which you should be able to cast each sentence as it takes shape and is uttered. Remember that in dictation the initial editing and rewriting is done before the sentence is recorded in the notebook of the steno. This is the most flexible stage and requires deft handling of the process of converting meaning into linguistic material.

(iv) Speak every syllable with equal emphasis, deviating from the normal stress pattern. Take extra care in dictating homonyms, e.g. pale, pail; ascent, compliment, complement; stationary, stationary etc., Similarly, words which have homonymic relationship are likely to confuse the steno; so special care should be taken in dictating them. A few examples of this category are: later, latter; proceed, precede; eligible, illegible; accede, exceed; accept, except, etc.,

(v) Dictate all the punctuation marks. It may be too much to expect the steno to punctuate at the time of transcription. The beginning of a new paragraph should also be signaled.

(vi) Dictate in phrases, with appropriate pauses between them. The steno notes down your words in phrases. In shorthand transcriptions long words do not necessarily take more time than short words. Generally special abbreviations are provided for commonly used long words. But if you have to dictate an unfamiliar or uncommon long word, give more time to the stenographer. Unusual proper names and technical words may have to be written in long hand. You should therefore spell them and

pause long enough for them to be written. Spelling more words than necessary is not a bad practice because it will save your time later when you go through the transcription.

(vii) Match the speed of your dictation to the speed of your steno.

(viii) Do not change the construction of your sentences too often.

(ix) When you receive the transcription and find in it words or phrases or sentences which do not exactly fit into the context, do not attempt to interpret meaning out of them. Instead, read them aloud, listening to the sounds carefully to see whether another group of words emerges, which is either what you originally said or is more appropriate in the context.

(x) If you dictate into a machine, listen to the material recorded before asking your steno to type it. This should be done also with a steno new to the job.

Acquisition of the ability to dictate has great professional significance. It prompts a professional to transmit his meaning without delay, adding not only to his own efficiency but also to the health functioning of the organization to which he belongs. An incidental gain is that the development of effective dictating techniques can inculcate the capacity to speak extemporaneously.

UNIT – END QUESTIONS

1. Do's and Don'ts in Interviews.
2. Write down the benefits of dictation in an organization

ANSWERS TO CHECK YOUR PROGRESS

WHAT ARE YOUR STRENGTHS AND WEAKNESSES ?

When she's asked, "What are your greatest strengths and weaknesses?" Francine responds, "My strength is that I'm a hard worker. My weakness is that I get stressed when I miss a deadline because someone else dropped the ball. "This answer is unimaginative, a no-brainer.

HOW CAN I INTRODUCE MYSELF DURING INTERVIEW ?

- Start by researching the company and your interviewers.
- Dress appropriately for the interview.
- Avoid distractions and keep eye contact.
- Be confident and comfortable
- Be aware of body language

WHAT IS SIMPLE INSTRUCTION?

An instruction is a command or a step that helps you achieve a goal. Before he died, he gave the hospital instructions about how to deal with his body. The instructions that come with a new machine, computer, or product tell you how to use the product.

WHAT IS A DICTATION MACHINE USED FOR ?

A dictation machine is a sound recording device most commonly used to record speech for later playback or to be typed into print. It includes digital voice recorders and tape recorders.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i)What is a dictation machine used for ?

LET US SUM UP

This particular chapter begins with Interviews, stages in interviews and its different types. Being in the Modern Era one can't enter into MNC's without attending interviews. But this chapter would have taught you how to get ready for interviews. You were also able to learn how instruction becomes very important in the organization set up that it directs others to pastern a particular act and produce efficiency. Dictation in Organizations is also a type of dyadic communication and if you are professional you would have been able to learn day-to-day business transaction.

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BLOCK -III MEETINGS, SEMINARS AND CONFERENCES

UNIT-VIII MEETINGS - PURPOSE AND PROCEDURE

Structure

8.1INTRODUCTION

Meetings are events where people come together to discuss and decide things. They could be related to work or to non-work situations (for example a departmental meeting and a housing society meeting) or informal or formal (for example a project review meeting and a shareholders meeting). In order to be useful, a meeting should be planned and conducted efficiently by the chairperson and should have active participation by the members attending it is well as meaningful follow up. The important aspects of a meeting are preparing for it, conducting and participating in it and finally recording what happened at the meeting so that the decisions taken may be carried out. In the chapter on written communication, you learnt how to draft notices and agendas as well as to write down (or take) the minutes of a meeting. By explaining your duties and guiding you on the appropriate use of oral communication skills, this unit will help you chair meetings and participate in them better.

8.2 OBJECTIVES

After going through this unit you will be able to

→ Solve problem
→ Make decision
→ Provide status update
→ Brainstorm ideas
→ Build team morale

8.3 CHAIRING A MEETING

Informal meetings do not usually have a chairperson, but there is always someone who is in charge. All formal meetings are conducted by a chairperson. The responsibilities of the person who conducts, or manages, a meeting area:

- To have a notice prepared and sent to everyone concerned and an agenda drawn up for the meeting:
- To begin the meeting on time, to welcome the participants and make other opening remarks;

- Thank you for being here today
- Shall we begin?
- Let's start, shall we?
- Does everyone know each other?

- May be we could start by introducing ourselves.
- We have an apology from…. S/he had to take care of a family emergency.
- ….is unwell and has asked to be excused from attending today's meeting.

8.4 APPROVING MINUTES, STATING PURPOSE AND READING OUT AGENDA

- I hope you've all received the minutes of the last meeting.
- I think everyone has seen the minutes of the last meeting.
- Are they approved ?
- Can we approve them ?
- Is there any matter arising from the minutes ?
- Do we need to discuss anything related to the minutes ?
- As you know, the purpose of our meeting today is to……
- We're here today to consider/discuss/take a decision on…

8.5 STATING EXPECTED RULES OF BEHAVIOR CLEARLY AND TACTFULLY

(In India, such a statement of ground rules is almost never made in small, informal meetings.)

- So that everyone gets a chance to give his/her opinion, could we speak one at a time, please
  - To convey briefly the apologies of participants unable to attend the meeting.
  - To ask participants to approve the minutes of the previous meeting and ask if there is any matter related to them that needs to be discussed ;
  - To state the aim of the meeting and read out the agenda;
  - To lay down the rules of behavior expected of the group (usually done only in formal meetings) and see that these are followed to prevent arguments, disruptions and some participants from doing all the tiling ;
  - To encourage a fair and open discussion, but also to make sure that the agenda is followed and the focus of the meeting does not get shifted at any point in the meeting;
  - To ensure that the discussion is clear, useful and that it runs smoothly ;
  - To see that all the members present get a chance to participate and express their opinions ;
  - To deal with strong differences of opinion among the participants and try to move the group towards coming to some kind of agreement ;
  - To maintain discipline and see that the meeting keeps to time ;
  - To conclude the meeting by summarizing the solutions arrived at or the decisions taken, suggesting a plan of action, asking if there is any other business (see AOBs in sample agendas) the participants want to discus, setting a date for the next meeting and making closing remarks.

You will find the phrases below useful when you need to chair a meeting. Learn them and practice saying them aloud until you are able to use them effortlessly.

Check your progress

Note : a. Write your answer in the space given below

b. Compare your answer at the end of the unit.

i. What do we do meetings ?

Making opening remarks :

- Good morning, everyone.
- I'd like to welcome you to the (…) meeting
- It's nice to see you.
- After all of you give your opinions, we will have a discussion and take a decision.
- Could we not interrupt others when they are speaking, please.

Managing the discussion, keeping control and taking it in the right direction

- The most important item on today's agenda is…
- To come to the issue of…
- Point … is about/concerns….
- Right, let me summarize what we've said on that point.
- So, can we go on to the next point ?
- Now that we have reached an agreement on the matter, can we move on please.
- ….the point you've made is interesting, but let's come back to it after everyone has finished, shall we?
- Let's discuss that separately.
- Your point will be dealt with under the next item.
- I think we should get back to the main issue/get back on track.
- Aren't we going slightly off the track ?
- Could we go back for a moment to the earlier point, please.

- We're running short of time
- Please be brief I' am afraid we're running out of time
- I'm sorry, but you'll only have to minutes for this

CONCLUDING

- Fine, let me just summarize/run through/go through what we decided.
- To summarize what we decided today, first/firstly….
- second/secondly…. Third/thirdly……and finally….
- Is there anything else we need to discuss ?
- Are there any other points ?
- Is there any other business we should deal with ?
- Can we decide on a date for the next meeting, please.
- When are we meeting again ?
- Is…(date) all right with everyone ?
- If that is all, then let's end the meeting. Thank you all very much.
- So, I think that's everything. Thank you everyone.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. Ho do you encourage people to attend meetings ?

PARTICIPATING IN A MEETING

When you attend a meeting, you are expected to participate actively and contribute to it by making your points, helping to take the discussions forward and responding to what others say. Being in a meeting requires that you listen to other participants and give your opinions in simple, clear language. Some points that will help make your participation in a meeting valuable are listed below.

- Be interested, relaxed and confident
- Do not hesitate to speak if you have a valid point to make.
- Be pleasant and polite, even when disagreeing with someone.
- Be assertive but take care not to offend anyone.
- Always listen carefully and try to understand fully what the other participants is saying. Remember that listening effectively is as important as speaking well at meetings.
- Respect the opinions of the other participants.
- Allow the person speaking to finish or pause before you ask a question or give your opinion .
- Do not interrupt people while they are speaking.

GETTING THE ATTENTION OF OTHER PARTICIPANTS OR THE CHAIRPERSON

Can I just say something, please.
May I come in for a moment ?
Excuse me for interrupting, but….
Sorry to interrupt, but….

GIVING OPINIONS AND MAKING SUGGESTIONS

I (really) think that….
In my opinion …
The way I see it ….
Well, personally I feel……
I don't know how you feel, but I …
Let's ……
Can I suggest something, please.

JUSTIFYING AND SUPPORTING YOUR ARGUMENTS

My reason for suggesting this is…….
I say this because….
In support of this, I would like to …
Mu argument is based on…
The advantages of this would be ….
We could … but the disadvantages would be….

AVOIDING GIVING ANSWERS TO QUESTIONS

I'm sorry, but I will need to look at….before answering your question.
Could we come back to that later, please.
I'm not sure I can respond to that immediately.

COMMENTING

That's really interesting.
That's good/an important point. I never through about it that way before.
What…said is critical /crucial/very important/vital.
That's very surprising!

How surprising ! I get your point. I see what you mean.
That was a thorough report.
Your plan/idea is excellent.

ENCOURAGING OTHERS TO PARTICIPATE

….What do you think about this ?
….I'd particularly like you comments on this.
Do you think this will work, ….?
Your views on this will help …

AGREEING AND DISAGREEING

You're/that's right.
I agree.
I totally agree with you.
Absolutely ! That's (just/exactly) the way I feel.
I have to agree with…
You're/…'s absolutely right.
You may have a point, but I/m afraid I see it differently.
I agree with you up to a point, but…

ASKING FOR INFORMATION

Could you tell me…please.
I'd like to know….
Why do we need to do that?
How expensive/big/complex, etc., is it going to be ?

ASKING FOR REPETITION AND CLARIFICATION

I'm afraid I didn't understand d that.
Could you repeat what you just said, please.
I didn't catch what you said. Could you report it, please.
Sorry, I missed that. Could you say it again, please.
Sorry? I don't quite follow you .
Could you clarify what you mean, please.
Could you explain how this is going to work, please.

Check your progress

Note a. Write your answer in the space given below
b. Compare your answer at the end of the unit
i. How would you end up a meeting.

FORMAL MEETINGS : SPECIAL FEATURES

Formal meetings, such as board meetings, management committee meetings and share holders meetings, are conducted almost along the same lines as the everyday informal ones involving, for example the people working for an organization. However they include a few additional features, which are listed below. This is to help you learn words you will need to use when attending formal meetings or talking about them.

- A formal meeting is always presided over by a Chairperson.
- It is obligatory to given notice of a certain number of days to all the members either by post or through a newspaper advertisement .

- Formal meetings need a certain minimum number of participants, known as a 'quorum', to attend it.
- At the start of the meeting, the chairperson checks whether the decisions and plans of action mentioned in the minutes of the last meeting have been carried out by asking, 'Are there any matters arising?'
- At the end of the meeting, after all the items on the agenda have been covered the chairperson asks the participants, 'Is there any other business?' before closing the meeting.
- The participants at a meeting arrive at decisions by putting forward or 'proposing a motion'.
- Every motion needs to be supported by another participant, who is said to 'second the motion'.
- Any change made to the motion before a vote is taken is known as an 'amendment'
- Participants may vote 'for' (support) or 'against' (oppose) the motion or they may 'abstain' (decide not to vote). When a participant decides to abstain from voting, it is called an 'abstention'.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. What is the difference between formal and informal meeting?

LET US SUM UP

This chapter given you a beautiful description of meetings and its purposes. By going through the various kinds of sentences and patterns that can be used while the meeting is going on or participant. How to balance in a formal meeting is also viewed as a skill in the Modern era. Answering, concluding, commenting, Encouraging others to participate in the meeting are evidence proved to be Skills without which conduct meetings will' be a great risk. So it is said that you have learnt all the above.

UNIT-END – QUESTIONS

1. Write down the sentences that can be used for approving minutes.
2. How would conclude a meeting? Write down the sentences that are used for it.

ANSWER TO CHECK YOU PROGRESS

WHY DO WE NEED MEETINGS ?

The first reason to hold a meeting is a provide information. Those regularly scheduled department meetings are a perfect example. The purpose of those meetings is to provide information. The reason they're so dreaded is because, when there's nothing to convey, the meeting still happens.

HOW DO YOU ENCOURAGE PEOPLE TO ATTEND MEETINGS ?

So here are some ideas for boosting the numbers at your next meeting.

- Vary the Meeting Time…..

- Vary the Meeting Place ….
- Encourage Attendance as Responsibility …
- Make Meetings More Fun…
- Give prizes

HOW DO YOU END A MEETING?
Ways to End every meeting on a positive Note

- Don't let it drag on.
- Keep it positive. AT the end of each meeting, highlight the positive contributions you team has made…
- Be nice-like you mean it ! ….
- Neutralize a touchy meeting….
- Redirect a pointless meeting…

WHAT IS THE DIFFERENCE BETWEEN FORMAL AND INFORMAL MEETING?

A formal meeting is a pre-planned event where two or more people come together to discuss specific matters for the purposes of achieving a specific goal. An informal meeting is more casual, and less planning is involved. Formal meetings have a formal agenda, but many informal meetings do not.

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UNIT IX CHAIRMANSHIP - PARTICIPATION – PHYSICAL ARRANGEMENTS

Structure

9.1 INTRODUCTION

Meeting are vital part of management and communication properly run meetings have time, inverage motivation, productivity and solve problem. In order to run the meetings the role of a chairperson is crucial to whom all the participant must provide their fullest support and co-operation. And even physical arrangements should be done in a way that it greats beautiful atmosphere.

9.2OBJECTIVES

After learning this unit you will be able to

- Control the meeting
- Aim to reach a consumer
- Conclude on policy and lead into the next
- Clarify any misunderstanding
- Listen to the opinion of orders
- Avoid conflict ……………….
- Promote coordination and deal with any matters.

9.3 ROLE OF THE CHAIRPERSON IN A MEETING :

1.TAKE OVERALL CHARGE OF THE PROCEEDINGS :

Once the convener has (generally in consultation with the chair) set out the agenda of the meet, the chairperson has to see that the agenda and the objective are fulfilled in the meet.

2.MAKE SURE HE IS COMPETENT:

He should accept to chair the meet only if he feels competent to run it. The chairperson's post is often rotated.

3. DON'T DO IT YOURSELF :

The chairperson is there mainly to encourage a discussion, not supply it all. His skill lies in making the members feel that they have collectively decided issues.

4.USE OF DIRECTIVE VERBS:

The chairman can use stimulating verbs to make members give out the necessary inputs at the meet: substantiate, evidence, shorten, reword, classify, define, explain, elaborate, illustrate, review describe, summaries, rephrase, simplify.

5.USE NAMES:

He can get more from the members by using their names for addressing them to generate intimacy (according to the prevailing culture and custom).

6. BE A TRAFFIC COPY :
The chairperson has to direct the traffic of ideas. He should not be defensive (a goalkeeper) or a preacher (lecturer).

7.STATE THE PURPOSE:
At the start of the meet the should state the purpose and again at the introduction of every new item of the agenda, so that the members are clear as to what they are supposed to do – examine, suggest or accept .

8.DON'T REVEAL YOUR PREFERENCE :
The chairman should reserve his own opinion for the end.

9.RESTRICT THE TALK TO THE ISSUE :
Members may be talkative, they may be stuck-up. The chairman has to stop the one type and encourage the other.

10.FOLLOW PROCEDURE :
An organization – or the law – may require that a certain procedure be followed. The chairman needs to know it and implement it.

11.MAINTAIN TIME :
The meet should start on time, cover the agenda with proportionate time to all issues, and close on time. In practice, the early items get too much time and the last items are rushed.

12.SPEAK NO MORE THAN 20% OF THE TIME :
He has to link the various items and direct the members. For this he is the lead talker. But experience tells that in the name of fairness, 20% is the limit for his talking.

13.RESPOND TO THE MOOD:
This is really the crux of the task. The chairman can set the mood, and if some event or some member's talk has set a wrong mood, he has to transform it. He may use humour, even a diversion, and extend all of his personality to keep the mood right. Decisions are taken when the members are ready for them.

14.INTERVENE IN DISPUTES:
If members dispute among themselves, the chairperson

15.ARRANGE FOR PROPER RECORDING :
The proceedings of a meet have to be factually recorded. The chairman has to ensure this during the meet. The Job should be with a competent person and he may have to be supervised. He should sit near the chairperson.

16. ATTEND TO THOSE PRESENT :
He has to focus on those who are present and not those who are absent. This applies especially for starting a meet with a low attendance. Of course, the meet may require a quorum (necessary minimum attendance).

17.DEAL WITH SPOT ISSUES :
He has to have the expertise and the presence of mind to tackle issues that arise during the meet, especially when the meet is o pen to new issues with his permission.

18.SAY "NO" WITH TACT :
Using analogies, quotes, precedents, common sense, and goodwill, the chairman has to tackle unwanted issues. (A senate member once proposed, "The war is over, we should reduce the army to half. "The chair replied, "And we should at the same time resolve that the enemy should also reduce his army to half.").

19.AFTER THE MEET:
The chairman should see to it that timely follow-up action is taken to fulfill the obligations arising from the decisions taken. He should get the minutes written and checked.

9.4 ROLE OF PARTICIPANTS IN A MEETING:

1.DO HOMEWORK :
Once the purpose of a meet is known, the attendee has to visualize his/her role and gather information and inputs for use in the meet to make it productive. He/She may consult other members to allocate roles.

2.BE PUNCTUAL :
We in India have to specially stress the need to be on time. Our trains, buses and airplanes will run on time when we learn to be punctual for routine meets.

3.PARTICIPATE ACTIVELY:
A member should listen carefully (so that he may be able to summaries what is being said). He should plan what to speak and say it concisely and precisely.

4.PREP FORMULA:
He should be rational and forceful. PREP means:
State your position
Reason it out
Give Examples
Restate your Position

5.SHOWCASE YOUR TALENT:
A meet is an opportunity to showcase one's talent and get credit for giving useful ideas.

6.TAKE INITIATIVE:
There may be occasions when a member may propose a motion or second a motion when it sounds right. This requires quickness. Francis Bacon says, "Conference makes a ready man".

7.FOLLOW RULES :
He should speak when permitted to. He should avoid cross-talk.

8.TAKE RESPONSIBILITY:
When tasks are being assigned, a member should come forward to take up suitable responsibilities. If a task is assigned to him/her, then a willing acceptance is also a sign of dynamism.

9.DISAGREE AGREEABLY :
All differences should be expressed with courtesy and a friendly feeling.

10.HELP TO STEER THE MEET:
If the meeting is going off the track, he/she may remind the chairman to keep it one course.

11.STAY RELATED TO PREVIOUS DISCUSSION:
Any contribution to the meeting must be made in the context of the previous discussion. An idea that is already proposed need not be repeated, but one can amend it or improve it.

12.BE INVOLVED:
The member should, in his higher self-interest, be involved in collectivism. A good participant becomes a good leader – just as a good soldier makes a good general.

13.PHYSICAL ARRANGEMENTS :
Business seating arrangements inevitably have a sense of etiquette attached to them. However, understanding the dynamics of business meetings means that with carefully planned business seating arrangements, you can actually cleverly manipulate the meeting in the direction of your desired outcome.

14.THINGS TO CONSIDER:
When looking at making seating arrangements for a business gathering of one sort or another, there are some useful tips to follow and questions you should consider first. The number of people attending and whether the meeting is formal or informal will often dictate the style of table and the way in which you seat your guests. Other things to consider include whether there will be a leader at the meeting and if it's only really going to be that person who will be doing the majority of the talking or whether you 're looking for more involvement and interaction between all of those who are present at the meeting. In that case, for example, a round table is much more appropriate. Other things you might wish to think about when it comes to seating certain people is if you have a special guest or new business contacts you're trying to impress or if you think certain issues that are going to be discussed are likely to cause conflict between certain people who are going to be attending.

15. BUSINESS DINNERS AND GUESTS:
If you're hosting a lunch or dinner party and you have an honored guest, that person should be situated to your right. If you have more than one

honored guest then the second highest ranked guest is situated to your left. A third honored guest would then be seated to the right of your highest ranked guest on your right and so forth. Notice the term 'ranked' here. Business etiquette dictates that it's rank and not gender that determines seating arrangements for business lunches and dinners.

16. USING RECTANGULAR TABLES:
Sitting at the head of a rectangular table implies a position of power so if you want to avoid giving that impression, sit at the side of a rectangular table which will give you more of an impression of being open to negotiations and interaction.

17. ONE-TO-ONE MEETINGS:
If you inviting somebody into your office for a one-to-one meeting, it is always expected that you invite them to sit down first by directing them to where you want them to sit. It also displays more openness if you are standing up and invite them to sit down first before sitting down yourself although in some situations – a disciplinary matter, for example – sometimes the fact that you are already sitting down when the person enters the room can be seen to add more gravitas to the situation. Depending on how formal you want this types of meeting to be, some people prefer to have both their own chair and the chair of the person they've invited into the office more or less on the same side of the table or desk so that it doesn't create a barrier between them. This is an extremely good way of putting people at their case.

18.WHEN YOU EXPECT CONFLICT:
If you are chairing a meeting of a group of people where you expect there may be two or three people who are all opposed to something you need to discuss, a good way of diffusing the situation somewhat is to seat them all on the same side of the table but a few spaces away from each other. This is because it will prevent eye contact between them being established which is often used to instigate a hostile debate instead of a fair discussion of a particular issue.

19.MAINTAINING INTEREST:
Obviously, if you're chairing a meeting, it is always a good idea to seat yourself in the middle of the table, an equal distance from each attendee because if you're seated at the far end of the table, it's much more likely you'll lose the interest of those situated at the other end of the table.

Good etiquette is of paramount importance when it comes to seating arrangements in business. Done incorrectly, it can not only have the opposite effect to that you desire but you can seriously put people's noses out of joint too. It's also important to remember that business seating arrangements can differ depending on the countries and cultures you're travelling to so it's always important to familiarize yourself with the etiquette and business customs of the country you're travelling to in order that you maintain good business relations.

Check your progress

Note : a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i Who is a chairman?

Check your progress

Note : a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. What is the role of the participants in a meeting?

Check your progress

Note : a. Write you answer in the space given below

b. Compare your answer at the end of the unit

i. What are meeting arrangements ?

SUM UP

In this Modern Bra and Competences within an organization is inevitable. That's why this chapter deals with the basic qualities of a Chairperson, and how all the participants should be have when the meeting is going on. You would have highly benefited to know role of participants and about the physical arrangements that are to be made before the commencement of the meeting. Surety this chapter would have been a great help to you.

UNIT-END EXERCISES

1. Write down the preparatory works that are to be done by the chair person.

2. Bring out the physical arrangements that are to be done for a Business meeting.

ANSWERS TO CHECK YOUR PROGRESS

How does a chairperson open a meeting ?

- Communicate
- Start the meeting. Welcome any new members….
- Receive apologies for absence.
- Check for Conflicts of Interest on the items on the agenda.
- Ensure that additions or amendments to minutes are recorded.

WHO IS A CHAIRMAN ?

A chairman is an executive elected by a company's board of directors who is responsible for presiding over board or committee meetings. A chairman often sets the agenda and has significant sway as to how the board votes.

WHAT IS THE ROLE OF PARTICIPANTS IN A MEETING ?

During the brainstorming or discussion, the manager is free to contribute ideas and comment on other people's opinions. These individuals are the active participants during a meeting. They are the ones called for to attend

a meeting. The meeting members play a major role during the discussion and decision making.

WHAT ARE MEETING ARRANGEMENTS ?

The arrangements for a meeting are the things which need to be done before a meeting takes place, in order to ensure that the meeting is able to happen, that all of the participants are able to attend and all of the resources which are needed for the meeting are available.

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UNIT - X SEMINARS AND CONFERENCES -GROUP DISCUSSION

Structure

10.1 INTRODUCTION

A seminar is a formal academic forum that brings together a small group of participants who are taught about a specific subject. In a seminar, experts provide knowledge and training to the participants.

A conference is a formal meeting where people congregate to discuss a specific area of common interest while a seminar is an educational forum where members meet to acquire knowledge about a particular area.

Seminars take short period because they focus on a specific area while conferences may last for an extended duration since members discuss and air their opinion concerning the subject matter.

There is active participation in a conference where all the participants are required to give their feelings and opinions about a specific aspect while seminars offer limited involvement because participants receive directions from an expert.

A seminar takes an academic forum where participants acquire skills and knowledge and are given a certificate while conferences take a consultative view for discussion and members are not given a certificate.

10.2 OBJECTIVES

i. To develop higher cognitive abilities
ii. To develop the ability of responding in this manner would involve higher cognitive actions
iii. To develop the ability of keen observation of experience, feelings and
iv. To develop the ability to seek clarification and defend the ideas of others effectively.
v. develop the feeling of tolerance to the opposite ideas of others.

To develop the feelings of co-operation with other colleagues and respect of the ideas and feelings of others.

To develop the emotional ability among the participants of the seminar.

To acquire the good manners of putting questions and answering the questions of others effectively.

10.3 PURPOSE OF A SEMINAR

The main purpose of conducting a seminar is to make a deep study in a particular field. The participants prepare their papers beforehand. If a seminar is held in a class room, the chairs can be arranged in a semi-circle. When the paper is read, discussion will follow under the guidance of the expert.

10.4 VALUE OF A SEMINAR

A detailed and systematic discussion under the guidance of a recognized authority is possible in this type of study. It is also of great value since there is an opportunity to discuss openly any issues and to enrich one's knowledge

10.5 TYPES OF SEMINAR

Seminars are conducted in various stages. Based on the size and organizational aspects the seminars can be classified into four types.

10.5.1 Mini seminar
10.5.2.Major seminar
10.5.3. National seminar
10.5.4. International seminar

10.5.1 MINI SEMINAR :

Its coverage and scope are small and simple. A small population is enough to hold his seminar. A discussion held over the topic taught or to be taught with the students is known as Group discussion. Such group discussions held in an organized way within a class room, it is called mini seminar. This mini seminar gives the students training in questioning skills, organizing the information and presentation skills of seminar. A mini seminar is felt necessary because it gives good experience to conduct a major seminar at Institutional level.

10.5.2 MAJOR SEMINAR :

The seminar conducted at an institutional or departmental level for a specific topic or subject is known as Major seminar. Usually students and teachers are participating in this type of seminar. This major seminar can be organized at department level for every month. A specific topic or subject is selected for the theme of the seminar.

10.5.3 NATIONAL SEMINAR:

An association of any kind particularly with academic or professional interest or an organization (Government, Firm, etc.,) conducts the seminar at National Level is called National seminar. The subject experts are

invited to the seminar for discussion. The Secretary of the seminar prepares the schedule and functionaries for seminar.

10.5.4 INTERNATIONAL SEMINAR :

Usually the seminar conducted by an international organization or agency is known as International seminar. Theme of this seminar has wider aspects. Globalization, Renovation, Atomic energy agreements, Policies implementation and modification etc., are examples for themes of International seminars. A Nation or its body can conduct or organize the international seminar.

ACTIVITIES INVOLVED IN THE PRELIMINARY STAGE OF SEMINAR (pre seminar phase):

- The following activities need be done in preliminary stage of seminar.
- Selection of seminar theme and its sub-themes.
- Venue (availability of physical facilities, etc.,) , Date (s) and Time (duration of each session) are must be finalized well in advance.
- The panel of specialists, subject experts, Chief Guests, Observers for seminar must be prepared and obtaining the concurrence from the President or Convener of the seminar.
- The permission must be requested from the persons listed in the panel and from their head offices to utilize their services for seminar.
- A circular regarding the seminar and its information must be prepared without ambiguity.
- The seminar circular must be circulated well in advance to the people (must have the relevant knowledge about the theme of the seminar) who are able to participate in the seminar.
- The selection of the paper presenter/speakers must be based on the article submitted by them and their professional excellence. Such selected paper presenter will be informed with the necessary regulations to be followed by them in the seminar.
- A compendium of selected papers must be prepared by a expert committee.

ACTIVITIES INVOLVED DURING SEMINAR (seminar phase) :

- Ensure the physical facilities (Stage settings, Seats, Audio-Visual equipments, etc.,) available for the participants of seminar.
- Welcome the Chief Guests, Chair persons of Technical session, Observers and Participants of seminar and encourage their active participation in the seminar.
- The compendium must be distributed to the participants before the beginning of seminar.
- The seminar theme and its sub-theme need be explained.
- Guide the paper presenters for their location and time of seminar session before the beginning of Seminar.
- The Chair person of technical session and the paper presenters and speakers must manage the time effectively

- Proper assistance must be ensure for every speaker/paper presenter to facilitate their paper presentation by providing appropriate Audio, Video equipments such as Public Address System, Over Head Projector, LCD projector etc.,
- At the end of seminar session, the seminar events will be briefed by the Chairman of the seminar. This gives a clear definition to the seminar conducted and the further steps to be done in future also.
- The chairman or organizing secretary will announce the concept derived by the seminar.
- Deliver of Vote of thanks to the Participants, Seminar Committees and all the people who engaged in the seminar activities either directly and indirectly.

ACTIVITIES INVOLVED AFTER THE END OF SEMINAR (post seminar phase):

- Correction of the presented papers/articles from the authors (paper presenters) must be done by themselves.
- The restructuring of paper submitted is essential, because the clarifications received during the discussion must be incorporated. A clear, definite idea or concept of each paper will be reached through the restructuring the seminar paper.
- Compilation of the restructured papers will be done by a panel of experts.
- The prepare compilation (Compendium) must be sent to the concerned firms, institutes, Agencies, Government departments for further follow up activities.
- The compendium may be distributed on request to the people of similar interest also (with the permission of Chair person of Seminar)
- Finalization of Accounts must be done. A clear budget report must be prepared and sent to the auditing committee/officers for approval are essential.

10.6 SEMINAR INVITATION

District Institute of education and Training, Lawspet, Puducherry.
Institutional Seminar
On
Water pollution & its Preventive measures and awareness to public
Sep.26,2009

The Seminar is planned as a consultative process, to provide a forum for discussion and collaboration, to engage participants involved in educational activities and to arrive a common measures to prevent water pollution and its awareness to public.

10.7 THEMES FOR PAPER PRESENTATION :

i. Water Pollution
ii. Need for preventive measures for water pollution.
iii. Methods of Prevention of water pollution.
iv. Psychology of ID for Challenged youths.

v. Role of Public and their awareness of Water pollution and its preventive measures.

The themes are only indicative and not exclusive.

SUBMISSION OF ABSTRACT / PAPER

Paper presenters shall submit the abstract of the proposed paper in about 150-200 words to the undersigned on or before 25th May 2009. The full paper should be submitted on or before 28.05.2009

Venue : DIET conference Hall. Date : 25.06.2009

For further details, please contact : The Principal DIET, lawspet, Phone 0413-2251243
Secretary : T.Madhavan, Lecturer, DIET, Lawspet
e-mail jtmadhavan@yahoo.com

Check your progress

Note : a. Write your answer in the space given below
b. Compare your answer at the end of the unit
i. What is the purpose of a seminar?

10.8 WHAT IS A CONFERENCE?

A conference is generally understood as a meeting of several people to discuss a particular topic. It is often confused with a convention, colloquia or symposium. While a conference differs from the others in terms of size and purpose, the term can be used to cover the general concept. A convention is larger than a conference; it is gathering of delegates representing several groups.

At a conference, innovative ideas are thrown about and new information is exchanged among experts. Its purpose could be one of the following :

- An academic conference is a gathering of scientists or academicians, where research findings are presented or a workshop is conducted.
- A business conference is held for people working in the same company or industry. They come together to discuss new trends and opportunities pertaining to the business.
- A trade conference takes place on a larger scale. Besides businessmen, there are members of the public who come to network with vendors and made new connections. Such a conference consists of workshops and white paper presentations.
- An un conference differs from the traditional conference, since it avoids the high cots, top-down organizational hierarchy and sponsored presentations. All attendees are equally knowledgeable about the topic and the discussion follows and open mode; usually without a single speaker addressing the gathering

10.8.1 POINTS TO PONDER BEFORE A CONFERENCE

STEP 1 : DECIDE ON A THEME

Every great conference needs a theme. What's the unifying message that your speakers will deliver and what's the key takeaway for conference attendees ?

The best themes are catchy, relatable, and trigger an emotional response. You want the conference to inspire and stimulate conversation. Your theme ahs to enable that.

STEP : 2 ASSEMBLE YOU'RE A – TEAM

You'll need a dedicated team of people to assume responsibility for different aspects of the planning, negotiations, and promotion.

STEP : 3 PREPARE A BUDGET & BUSINESS PLAN

Whether your conference is funded by sponsors or not, you'll have to put together a budget. You need to know where your money is being earned and spent.

Having a budget will also help you set the price for participating in the conference. You'll want to budget for

STEP 4 FIND SPONSORS & GRANTS (OPTIONAL)

If you're financing the conference on your own and are not looking for external sources of revenue, you can safely skip this step.

If not, you'll want to go out looking for sponsors or arrange fundraisers. They key thing to keep in mind is that the sponsors and their values should along with the theme of your conference. (Would you want McDonald's to sponsor your "Let's Get Fit" conference?)

STEP :5 SETTLE ON A DATE

Now it's time to decide when your conference will take place. As discussed, that date should be anywhere from six months to a year ahead.

You also need to find out how long the conference will last. Industry consensus suggests that a conference with around 300 participants calls for two full days. Larger, more in-depth conferences may stretch for even longer.

Setting a date will give you a fixed point to count back from to better plan your preparations.

STEP 6: BOOK THE VENUE

Once you know the date, you can start looking for available venues that match your requirements.

INDEPENDENT VENUES : This category includes all other types of venues that can host conferences. Many of these specialize in specific types of events.

But the cost of the venue is just one part of the puzzle. Here are a few other factors to consider when looking for the right venue :

SIZE : Booking a too-small venue where everybody has to squeeze into a tiny room is clearly a bad idea. Similarly, securing a giant venue for a relatively modest crowd will not only hurt your wallet but also make the conference feel empty and poorly attended.

LOCATION: It's best to pick a somewhat secluded location so that participants are better able to focus on the conference itself. Even better if the venue has calming, picturesque surroundings to help people relax.

ATMOSPHERE : It's crucial that the vibe of the venue suits your target audience and theme. You don't want to host a business conference inside a giant gym, for instance.

FACILITIES : Does the venue have the proper layout and the right conference room styles for your needs ? Does it have the necessary facilities like e.g. smaller rooms for breakout sessions ?

ACCOMMODATION : Does the venue provide accommodation or are there hotels nearby ?

STEP : 7 ARRANGE CATERING & OTHER VENDORS (OPTIONAL)

Typically, a dedicated conference venue will also provide on –site catering. If that's not the case. You'll be for food. Reserve up to an hour for lunch and a few 15-20 minute breaks for coffee and snacks. Remember : If there's room in your budget, it's always best to go for proper hot meals instead of sandwiches when it comes to lunch.

STEP : 8 LINE UP YOUR SPEAKERS

This may just be the most critical step of all. Your speakers are the stars of your conference. You want a solid lineup in order to attract attendees and guarantee a professional experience. One sure way to gain traction here is to first secure one big-name speaker. Someone who is very well-known and respected within the field. This will boost your credibility in the eyes of other potential speakers and make them more likely to sign up.

STEP : 9 PUT TOGETHER AN AGENDA

Now that the key elements are in place, it's time to shape them into a detailed agenda, Ideally, you want your agenda to be in place at least four months before the conference starts.

DAY 1:

Theme-setting keynote speech by an influential speaker
Speaker presentations
Common dinner
Day 2 and onward :
Shorter hands-on sessions and workshops

Networking and team-building activities
Final day :
Motivational speaker to end on a high note

Step 10 : Start registering attendees
It's finally time for what is arguably the most exciting part: Getting people to sign up for your conference !

Your best choice is to make a professional website for the conference. At the very minimum, that should includes :

- An appropriate domain (i.e. www.my conference name.com)
- Must-know details about the conference (where, when, who, what, why)
- Brow sable conference calendar/programme
- Registration form where people can sign up or buy tickets

STEP 11 : PROMOTE YOUR CONFERENCE

You now have your venue, key speakers, a clear conference programme, and a website (or event page) to guide people to. From now on. Your main focus is promoting the conference via all available channels.

STEP 12 : TAKE CARE OF ON-SITE PLANNING
In this step you get down to the nitty-gritty details to address how attendees will physically navigate the venue on the day. Here are just some of the questions you'll want to answer :

- Will there be a wardrobe ?
- Who will man the doors and scan tickets?
- Which locate will be used for the main event ?
- What rooms should be reserved for the breakout sessions ?
- Where will refreshments be served ?
- Will you have an exhibition area where sponsors and vendors can set up a booth ?

STEP 13 : HOST THE CONFERENCE
- Calling up backup speakers in case of any last-minute cancellations
- Personally introducing the conference and the main speakers
- Making sure presentations don't run past the allotted time
- Participating in networking and facilitating conversations
- Gathering in-person attendee feedback as the conference unfolds
- Communicating with journalists and others reporting on the conference

STEP 14: FOLLOW UP AFTER THE CONFERENCE

After it's all over, you still have a bit of work to do. You should follow up with all the people involved: your team, speakers, volunteers, vendors, and –of course---the attendees follow these two main reasons.

1. **Say "Thank you"** : You should thank everyone for their participation and efforts. Not only is this a common courtesy but you'll also get to leave a positive impression. There's a good chance this isn't your last conference, so you want to nurture any connections you've made.

2. Collect feedback : This is the perfect opportunity to hear what people though of the conference and what could be done better in the future.

Check your progress

Note : a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. What is the purpose of a Conference?

10.9 GROUP DISCUSSIONS

INTRODUCTION:

Let us now try to understand the term 'group discussion'. The literal meaning of the word 'discuss' is 'to talk about a subject in detail'. So, group discussion may refer to a communicative situation that allows its participants to express views and opinions to other participants. It is a systematic oral exchange of information, views, and opinions about a topic, issue, problem, or situation among members of a group who share certain common objectives.

LEARNING OBJECTIVES

- Knowing the nature and importance of group discussion
- Understanding the characteristics of successful group discussions
- Learning to identify areas of evaluation in selection group discussions
- Knowing how to participate in group discussions
- Chalking out strategies for making individual contribution in group discussion
- Knowing how to exchange opinions and suggestions in group discussions.

IMPORTANCE OF GROUP DISCUSSION:

The importance of GD has increased in recent times due to its increasing role as an effective tool in (a) problem solving (b) decision making, and (c) personality assessment. In most of the organizations, companies, and institutions, group discussion aids in problem solving and decision making. When a problem situation arises, the concerned people discuss it. They exchange their perceptions about the problem and its possible solutions. The alternative solutions are discussed and analyzed and the best option is chosen by the group Similarly. Whenever there is a need to

take a decision in a particular case, the matter is first discussed by a group of people and the different aspects are analyzed, interpreted. And evaluated . This leads to effective decisions.

GD is also used as a technique for personality assessment of candidates for job selection or admission to professional course. Groups of six to eight members are formed, and are given a topic to discuss within a limited time (generally 30 to 45 minutes). The given topic may be an opinion, a problem or a case. The members of the selection committee closely evaluate the different skills reflected by the candidates and those who reflect leadership qualities and emerge as natural group leaders are normally shortlisted for a personal interview.

Thus, all of us need effective GD skills. It can do wonders for us and may ensure academic success, popularity and power in our organization, a job offer that we always waited for, or admission to a course that is going to change our life. Therefore, it is important to be able take part in a GD effectively and confidently. Participants should know how to persuade their group members, how to reflect confidence while speaking, how to reflect leadership qualities, and how to make the group achieve its goals. They should have the ability to take initiatives during a discussion, present their personal views in an effective way, develop their ideas logically, analyze and respond to the views expressed by other members and emerge as the natural leadership of the group.

CHARACTERISTICS OF SUCCESSFUL GROUP DISCUSSIONS

Effective group discussions achieve group goals and aid in decision making. However, a large number of group discussion end without a group consensus. It is therefore, important to know the characteristics that make a group discussion successful. Successful group discussions share some or all of the following features :

AGREEMENT ON GROUP GOALS :

An effective GD begins with a purpose, which is shared and understood by all the group members. As the participants know why there are taking part in the discussion, they can concentrate better and can be more active in realizing the group goals. They can smoothly work from a general purpose to specific goals. Moreover, the agreement on group goals brings clarity and provides direction to the group.

GOAL ORIENTED INTERACTION

Successful discussions motivate group members to have goal oriented interaction. Effective GD members are not only aware of the group goals but also work towards the attainment of these goals. As they are more interested in achieving these group goals than promoting their personal interests, they develop and promote meaningful interactions that aid in implementing the purpose of the discussion.

AGREEMENT ON PROCEDURES

Participants of a successful GD develop procedures to guide them. They decide how they will organize the presentation f individual views, how an exchange of the views will take place, and how they will reach a group consensus. In order to ensure attainment of group goals, they may develop norms of interaction. If the participants of a GD fail to do so, there may be anarchy and the more assertive and aggressive members might dominate and monopolies the entire discussion. This may make the entire process meaningless.

COOPERATIVE AND FRIENDLY ATMOSPHERE

An important characteristic of successful GDs is the development of a cooperative, friendly, and cordial atmosphere where disagreements do exist but they do not lead to serious conflicts. Members cooperate with each other as they understand and appreciate different points of views and try to pool them together in order to develop group condenses. There may be direct but goal-oriented confrontation as each member presents his/her points of view as well as reservations and differences. However, these different positions, opinions, ideas and approaches enrich the process of discussion and broaden the horizon of the group.

USE OF EFFECTIVE COMMUNICATION TECHNIQUES

The success of a GD depends on an effective use of communication techniques. Effective GD members keep the channels of communication open and speak clearly and precisely using simple words, short sentences, correct articulation, and appropriate pronunciation. They are direct and specific and try to avoid and check barriers to group communication. Moreover, they use non-verbal communication tactfully and interpret the body language of other participants. As they are active team listeners, they encourage others to speak.

EQUITABLE DISTRIBUTION OF PARTICIPATION

An effective GD ensures an equitable distribution of participation by all. Each member is important and no one is allowed to dominate or monopolize the discussion. As optimal participation by all is the group-goal, members encourage each other to participate. Reluctant and shy members are drawn into the discussion.

SHARED LEADERSHIP

There is generally no elected or formal leader in a GD. The leadership functions are shared and performed by the various members of the group. As there is a willingness on the part of each participant to reach to a group consensus, they come forward to perform leadership tasks such as starting the discussion, keeping the discussion going, encouraging non-participants to speak, making periodic summaries, checking the group progress, and so on.

Check your progress

Note : a. Write your answer in the space given below
b. Compare your answer at the end of the unit
i. What is group discussion process ?

ii. What is the purpose of group Discussion ?

SUM UP

This chapter has dealt with what is Seminar and what is a conference and also techniques that are followed in Group Discussion. Every Educational Institutions and organizations will conduct such seminars and conference. Having gone through this chapter, you would be early able to provide suggestion and given your active participation when any of such seminars and conferences to be held in your college or work place. Getting to know about Group Discussion in a vital part for not only students but also professionals aas the Chapter has deeply probed into all the necessary information about it. You will be absolutely successful if you are willing to follow all that are discussed in this chapter.

UNIT – END EXERCISE

1. Lot down the Characteristics of a Group Discussion.
2. Discuss the different types of Conferences.

ANSWERS TO CHECK YOUR PROGRESS

WHAT IS THE PURPOSE OF SEMINAR?

A seminar may have several purposes or just one purpose. For instance, a seminar may be for the purpose of education, such as a lecture, where the participants engage in the discussion of an academic subject for the aim of gaining a better insight into the subject.

WHAT IS THE PURPOSE OF A CONFERENCE?

The purpose of Conferences. The general purpose of European Conferences is to provide opportunities for Scientists and engineers from all over Europe to meet and to discuss current research n a board range of subjects.

WHAT IS GROUP DISCUSSION PROCESS ?

"Discussion" is the process whereby two more people exchange information or ideas in a face-to-face situation to achieve a goal. .. It is a systematic exchange of information, views and opinions about a topic, problem, issue or situation among the members of a group who share some common objectives.

WHAT IS GROUP DISCUSSION PURPOSE ?

The purpose of a discussion is to help each group member explore and discover personal meanings of a text through interaction with other people. Much of our everyday talk is made up of descriptions in which we seek in one way or another to convey ideas to other people.

SUGGESTED READING

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Holmes.G.(1984) "of Computers and other Technologies in larvis, ed.

Kramschc.J (1981) Teaching discussion skills: A Pragmatic Approach : FLA

Shankar.R (2011) Communication Skills in English Language ABD Publishers, New Delhi.

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UNIT XI AUDIO - VISUAL AIDS TYPES AND USES

Structure

11.1 INTRODUCTION

Audio Visual Aids are also called instructional material. Audio literally means "hearing" and "visual" means that which is found by seeing. So all such aids, which endeavor to make the knowledge clear to us through our sense are called "Audio Visual aids" or Instructional Material. All these learning material make the learning situations as real as possible and give us firsthand knowledge through the organs of hearing and seeing. Therefore, any device which can be used to make the learning experience more concrete and effective, more realistic and dynamic can be considered audio visual material.

We learn through our sense organs. Senses are the ways of knowledge. All the sense organs help us in understanding the environment. Most of the knowledge, which we acquire from the school, comes through our ears and eyes.

11.2 OBJECTIVES OF TEACHING AIDS

1. To enhance teachers skills which help to make teaching-learning process effective.
2. Make learners active in the classroom
3. Communicate them according to their capabilities
4. Develop lesson plan and build interest
5. To make students good observer
6. Develop easy and understandable learning material
7. Follow child cornered learning process
8. Involve intimation in objectives
9. To create interest in different groups
10 To make teaching process more effective

11.3 TYPES

It can be classified simply on the bases of sensory experience. Because human beings derive their experiences mainly through direct sensory contact. Keeping this in view, it can be classified into three main groups ;

1. Audio Aids examples are Radio, Tape-recorder, Gramophone, Linguaphone, Audio cassette player, ,language laboratory.

2. Visual Aids examples are Chart, Black and while board, Maps, Pictures, Models, Text-books, Slide projector, Transparency, Flash-cards, Print materials etc.,

3. Audiovisual Aids examples are LCD project, Film projector, TV, Computer, VCD player, Virtual Classroom, Multimedia etc.,

11.4 CHARACTERISTICS OF AUDIO VISUAL AIDS

1. Relevancy
2. Useful and purposeful
3. Accuracy
4. Interest
5. Minimize Verbalism
6. Comprehensibility
7. Motivation
8. Realism

WHO CAN TAKE BENEFIT FROM VISUAL AIDS

Though every children can take benefit while using visual aids for learning. But it is more helpful for those students :

- Having Language Disorder
- Autism Spectrum Disorder
- Down Syndrome
- Those who have Learning Disabilities
- Student who have English as a secondary Language
- Those having Oppositional Defiant Disorder
- Personality Development Delay
- Have the problem of Hearing Impairment
- Have the symptoms of Attention Deficit Hyperactivity Disorder ADHD.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i What is the importance of audiovisual Aids ?

11.5 OVERHEAD PROJECTOR SLIDES/TRANSPARENCIES

Overhead projector slides/transparencies are displayed on the overhead projector (OHP) – a very useful tool found in most lecture and seminar rooms. The OHP projects and enlarges your slides into a screen or wall without requiring the lights to be dimmed. You can produce your slides in three ways :

- Pre-prepared slides: these can be words or images either hand written /drawn or produced on a computer ;
- Spontaneously produced slides: these can be written as you speak to illustrate your points or to record comments from the audience;

- A mixture of each: try adding to pre-prepared slides when making your presentation to show movement, highlight change or signal detailed interrelationships.

Make sure that the text on your slides is large enough to be read from the back of the room. A useful rule of thumb is to use 18 point text if you are producing slides with text on a computer.

This should also help reduce the amount of information on each slide. Avoid giving your audience too much text or overly complicated diagrams to read as this limits their ability to listen. Try to avoid lists of abstract words as these can be misleading or uninformative.

11.6 WHITE OR BLACK BOARD

White or black boards can be very useful to help explain the sequence of ideas or routines, particularly in the sciences. Use them to clarify your title or to record your key points as you introduce your presentation (this will give you a fixed list to help you recap as you go among). Rather than expecting the audience to follow your spoken description of an experiment or process, write each stage on the board, including any complex terminology or precise references to help your audience take accurate notes. However, once you have written something on the board you will either have to leave it there or rub it off – both can be distracting to your audience. Check to make sure your audience has taken down a reference before rubbing it off – there is nothing more frustrating than not being given enough time ! Avoid leaving out of date material from an earlier point of your presentation on the board as this might confuse you audience. If you do need to write 'live', check that your audience can read your writing.

11.7 PAPER HANDOUTS

Handouts are incredibly useful. Use a handout if your information is too detailed to fit on a slide or if you want your audience to have a full record of your finding. Consider the merits of passing round your handouts at the beginning, middle and end of a presentation. Given too early and they may prove a distraction. Given too late and your audience may have taken too many unnecessary notes. Given out in the middle and your audience will inevitably read rather than listen. One powerful way of avoiding these pitfalls is to give out incomplete handouts at key stages during your presentation. You can then highlight the missing details vocally, encouraging your audience to fill in the gaps.

11.8 FLIP CHART

A flip chart is a large paid of paper on a stand. It is a very useful and flexible way of recording information during your presentation – you can even use pre-prepared sheets for key points. Record information as you go along, keeping one main idea to each sheet. Flip back through the pad to help you recap your main points. Use the turning of a page to show progression from points to points. Remember to make your writing clear and readable and your diagrams as simple as possible.

11.9 VIDEO (DVD OR VHS)

Video gives you a chance to show stimulating visual information. Use video to bring movement, pictures and should into your presentation. Always make sure that the clip is directly relevant to your content. Tell your audience what to look for. Avoid showing any more film than you need.

11.10 ARTIFACTS OR PROPS

Sometimes it can be very useful to use artifacts or props when making a presentation (think of the safety routine on an aero plane when the steward shows you how to use the safety equipment.) If you bring an artifact with you, make sure that the object can be seen and be prepared to pass it round a small group or more to different areas of a large room to help you audience view it in detail. Remember that this will take time and that when an audience is immersed in looking at an object, they will find it hard to listen to your talk. Conceal large props until you need them; they might distract your audience's attention.

Check your progress
Note a. Write your answer in the space given below
b. Compare your answer at the end of the unit
i. What is a flip chart ?

11.11 PLAN VISUAL AIDS

Using appropriate visual aids will increase the effectiveness of presentations. Good visuals may serve the following purposes.

- **THEY SERVE AS SPEECH NOTES** : Visual aids may be used as notes to emphasize and clarify the main points of the presentation. Each visual aid may contain a main idea. Effective titles may be used to convey the main message of the visual aid.

- **THEY GIVE CONFIDENCE :**Using good visuals might increase the presenter's self-confidence because they refresh his/her memory, establish his/hr credibility, and show that he/she has planned, is well-prepared, and is professional.

- **THEY HELP FOCUS ON THE THEME OF THE PRESENTATION :**Visuals help the presenter to focus on the theme of the presentation and concentrate on the objectives of his/her presentation. He/She may use effective visuals to highlight the central idea of his/her presentation.

- **THEY INCREASE AUDIENCE INTEREST :**Interesting and relevant visual aids make the audience more interested in what is being said. They may force even a hostile and demotivated audience to pay attention.

- **THEY GIVE CLARITY AND PRECISION :** Visuals make the presentation easy to understand and remember.

A. Three-Dimensional Visual Aids

(a)Objects
(b) Models
(c)People

B. Two-Dimensional Visual Aids

(a)Drawings
(b)Photographs
(c) Slides
(d)Maps
(e)Graphs

- Bar graphs
- Pie graphs
- Line graphs
- Picture graphs

(f) Charts
(g)Overhead transparencies
(h)Computer generated presentations
(i) Chalkboard

THE FOLLOWING SUGGESTIONS WILL HELP IN PLANNING AND USING VISUAL AIDS EFFECTIVELY :

- Relevant visual aids must be chosen. The visual aids should match the message. Using a visual that does not match with what is being said is distracting and may confuse the audience.
- The presenter must be familiar with his/her visual aids and rehearse his/her presentation with using the visual aids.
- Computer Software programs such as Power point and Corel Presentations may be used to enhance the effectiveness of the presentation. However, special care must be taken while designating electronic presentations or multimedia presentations because making this presentation overly dependent on electronic visuals may create certain handicaps.
- Handouts may be distributed, that is, charts, presentation abstracts, summaries, brochures, pamphlets ,outlines and so on, in order to complement the presentation.
- While using overhead transparencies eye contact should be maintained with the audience.
- Visual aids must be introduced before actually showing them.

GUIDELINES TO MAKE EFFECTIVE USE OF VISUAL AIDS :

- If you feel that the audience needs explanation for your aids explain to them lost they should misunderstand it.
- Organize the visual aids as a part of the presentation. Fit them into the plan.
- Emphasize the visual aids. Point to them with bodily action and with words

- Talk to the audience, not to the visual aids. Look at the visual aids only when the audience should look at them.
- Avoid blocking the listener's view of the visual aids. Make sure that lectern, Pillars, charges, and such don't block anyone's view. Take care not to stand in anyone's line one of vision.
- Refrain from removing the aid before the audience has an opportunity to absorb the material
- Do not talk about the visual aid after you have put it aside.
- Use enough visual aids to make your points clear, but don't overdo it.
- Don't use too many lines or figures on one aid, make sure that it/s visible to one and all from all the corners of room
- It should not be very light that the audience finds it hard to see. Too small an illustration will not be visible to those in the back of the audience.
- Keep them at an inconspicuous place, if aids are too many, or they may distract the attention of the audience.
- Be familiar with the basic operations of the electronic devices which you would use for your presentations ?

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i) What are the advantages of using visual Aids ?

11.12ADVANTAGES OF AUDIO VISUAL AIDS

Many children embrace technology and prefer to engage with new material that is being taught. Audio visual aids help hold the students' attention. For instance, showing a video of places your students have never visited can help them better grasp a geography lesson. Films about earlier times can help children imagine what their life may have been like if they had been born decades or centuries ago. Different types of audio visual aids save time when trying to explain or learn a new concept and to understand how it builds on ideas presented earlier. Learning languages is aided when students can hear native speakers while looking at word and interacting with teaching software.

11.13DISADVANTAGES OF AUDIO VISUAL AIDS

Overuse or incorrect use of audio visual aids can backfire. For example, even Power Point presentations with video clips can put students to sleep if the slides are dry, detailed and presented in a monotone voice. Showing films can leave students with many unanswered questions if time isn't set aside for discussion. The types of AV aids selected should match the age and attention span of the students or they will quickly lose interest. Too much of noise and classroom stimulation can be overwhelming and distracting for some students.

LET US SUM UP

In this unit you could have an opportunity to come across different types of Audio visual Aids that would help you to be good communicator. Housing the knowledge of how these Aids can be used in different places would have given you some considerable confidence that you could also do better. These Aids obviously help even the differently able persons, visually challenged and those with hearing impairment. This unit has also taught you about the disadvantages of Audio visual Aids. By and large this content has played a very important role in teaching you the Characteristics, Types, planning, and few guidelines about the Audio visual Aids.

UNIT-END EXERCISE

1. List out the visual Aids used in presentations.
2. Write down the guidelines to make effective use of the visual Aids.

ANSWERS TO CHECK YOUR PROGRESS

WHAT IS THE IMPORTANCE OF AUDIO VISUAL AIDS ?

It is clear that audio visual aids are important tools for teaching learning process. It helps the teacher to present the lesson effectively and students learn and retain the concepts better and for longer duration. Use of audio visual aids improves students' critical thinking.

WHAT IS A FLIP CHART ?

A flip chart is a stand with large sheets of paper which is used when presenting information at the meeting. An important element while public speaking is to use flipchart as a prop to support your presentation. Flip charts act as visual enhancers.

WHAT ARE THE ADVANTAGES OF USING VISUAL AIDS?

The major advantages of using visual aids in your speeches are that they eighteen audience interest, shift attention away from the speaker, and give the speaker greater confidence in the presentation as a whole.

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BLOCK -IV REPORT AND RESEARCH WRITING

UNIT – XII REPORT WRITING PREPARATION OF TECHNICAL PROPOSALS -BUSINESS CORRESPONDENCE

Structure

12.1 INTRODUCTION TO REPORTS

A report is a major form of technical/business/professional communication. In writing a report, a person who posses certain facts, ideas, or suggestions useful for courses of action transmit this information to another person who wants to use it.

A report can be the description of an event by a person who witnessed it to somebody else who was not actually present on the scene. It can be the description of the conditions that did exits, that do exist, or that are likely to exist. In short, we can say that a report is usually a piece of factual writing, based on evidence, containing organized information on a particular topic and/or analysis of that particular topic. It is formal in nature and is written for a specific purpose and audience. It discusses the topic in depth and contains conclusions and recommendations if required.

12.2 OBJECTIVES

The purposes for which reports are written vary widely, Given below are some important purposes of reports :

- To present a record of accomplished work (Project Report)
- To record an experiment (primary research report/laboratory report)
- To record research findings or technical specifications (a report on the details of a new product)
- To document schedules, time tables and milestones(a report on a long-term plan)
- To document current status (an inspection report)
- To record and clarify complex information for future reference (a report on policies and procedures)

12.3 CHARACTERISTICS OF A REPORT

12.3.1 PRECISION

Effective reports clearly reflect their purpose. While putting together a report, your investigation, analysis, and recommendations should be directed by this central purpose, Precision gives unity and coherence to your report and makers it a valuable document.

12.3.2.FACTUAL DETAILS

Your report should be very detailed and factual. The point of your report is to go into details, the kind of details your specific audience needs. The scientific accuracy of facts is very essential to a good report. Since reports invariably lead to decision-making, inaccurate facts may lead to disastrous decision.

12.3.3.RELEVANCE

The facts presented in a report should be not only accurate but also relevant. While it is essential that every fact included in a report has a bearing on the central purpose, it is equally essential to see that no relevant information is excluded. Irrelevant facts make a report confusing; exclusion of relevant facts renders it incomplete and is likely to mislead.

12.3.4.READER-ORIENTATION

A good report is always reader-oriented. While drafting a report, it is necessary to keep in mind the person(s) who is (are) going to read it. A report meant for the layman will be different from one meant for technical experts.

12.3.5.OBJECTIVITY OF RECOMMENDATIONS

If recommendations are made at the end of a report, they must be impartial and objective. They should come as a logical conclusion to

investigation and analysis. They must not reveal any self interest on the part of the writer.

12.3.6.SIMPLE AND UNAMBIGUOUS LANGUAGE

A good report is written in simple unambiguous language. It is a document of practical utility; hence it should be free from various forms of poetic embellishment such as figures of speech. It should be clear, brief, and grammatically accurate.

12.3.7.CLARITY

A good report is absolutely clear. Clarity depends on proper arrangement of facts. Report writers must proceed systematically. They should make their purpose clear, define their sources, state their findings, and finally make necessary recommendations. They should divide their report into short paragraphs with headings, and insert other suitable signposts to achieve greater clarity.

12.3.8. BREVITY

A report should be brief. It is difficult to define brevity in absolute terms. Nor can brevity be laid down as a rule. All that can be said is that a good report is as brief as possible. Brevity should not be achieved at the cost of clarity Nor should it be at the cost of completeness. Sometimes the problem being investigated is of such importance that it calls for a detailed discussion should not be evaded. Brevity in a report is the kind of brevity one recommends for a précis. Include everything significant and yet be brief.

12.3.9. GRAMMATICAL ACCURACY

The grammatical accuracy of language of a good report is of fundamental importance. It is one of the basic requisites of a good report as of any other piece of composition. Remember that faulty construction of sentences makes the meaning obscure and ambiguous.

12.3.10. SPECIAL FORMAT

The technical report uses a rather involved format including cover, title page, table of contents, list of illustrations, letter of transmittal, and appendices. These have to be prepared according to a set standard, which will be presented later in this chapter.

12.3.11.ILLUSTRATIONS

Most technical reports contain illustrations, which may be tables, graphs, maps, drawings, charts, or photographs.

12.3.12. HOMOGENEITY

Your report should deal with one topic at a time. All the sections of your report should focus on that topic.

12.3.13. DOCUMENTATION

Technical reports acquire more value when adequately documented by acknowledging sources of information in an appropriate style.

12.4 TYPES OF REPORTS

On the basis of purpose, frequency, or mode of reporting, reports can be classified as follows:

- Informative, Analytical (Purpose)
- Periodic, Special (Frequency)
- Oral, Written (Mode of presentation)

12.4.1 INFORMATIVE REPORTS

An informative report, as the name suggests, entails provision of all details and facts pertaining to the problem. For instance, it could be a report that attempts to trace the growth of Company X in the automobile industry. In a report of this kind, the presentation of all details that led to the growth of Company X should be listed in a chronological order.

12.4.2 ANALYTICAL REPORTS

An analytical report is also known as interpretative or investigative report. If a report merely presents facts pertinent to an issue or a situation, it is information On the other hand, if it analyses the facts, draws conclusions, and makes recommendations, it is described as analytical report. For instance, a report which presence production figures for a particular period is informative. But if it goes into the causes of lower production in that period, it becomes analytical, interpretative or investigative.

12.4.3 PERIODIC AND SPECIAL REPORTS

Periodic or routine reports are either informational or analytical in their purpose. As they are prepared and presented at regular, prescribed intervals in the usual routine of business they are called periodic or routine reports. They may be submitted annually, semi-annually, quarterly, monthly, fortnightly, weekly, or even daily.

Special reports are related to a single occasion or situation. A report on the feasibility of opening a new branch, on the unrest among staff in a particular branch, or the causes behind the recent fire incidents in a factory are special reports. Special reports deal with non recurrent problems.

12.4.4 ORAL AND WRITTEN REPORTS

Reports can be oral or written depending upon the mode of presentation. Where you rejoin duty after attending an international seminar, you meet your officer and report about the deliberations of the seminar. This type of reporting comes under oral reporting.

An oral report is simple and easy to present. It may communicate an impression or an observation. While oral reports are useful, written reports are always preferred as they enjoy several advantages over the oral ones.

12.5 STRUCTURE OF REPORTS

Just as several organs constitute our body, various elements combine together to structure a report. Knowing these elements will help you in writing better reports.

Though nineteen elements are listed after this discussion, you need not use all of them in your report. While some of them may be included in all reports, some may find a place only when your report gets published. However, you can select the elements of structure keeping in mind the following parameters :

- Usefulness
- Terms of reference
- Existing practice

Usefulness refers to the need for including any particular element. For example, when you write an informational report, you do not require a section on recommendations. Similarly when you prepare a report in the pre-printed form, you need not even include any of the elements. All you need is to just fill in the columns in the form.

Terms of reference (refer to the foregone section on prewriting in this chapter tells you the objectives of your report. If the terms of reference require you to suggest some measures for improving the situation, you need to include a section on recommendations. Otherwise, you can stop with the section on conclusions.

Though you have several elements to constitute your report, you are supported to consider the existing practice in your organization in terms of producing reports . That is to say, if your organization does not require an abstract or summary for a report, you can omit them.

ELEMENTS OF STRUCTURE OF A REPORT

Elements	Group
Cover Title Page Certificate Acknowledgements Contents List of Illustrations Abstract	Prefatory Parts
Introduction Discussion Conclusions Recommendations	Main Text
Appendix /Appendices References/Bibliography Glossary	Supplementary Parts
Frontispiece Letter of Transmittal Copyright notice Preface Summary	Optional Elements

Index

Check your progress
Note : a. Write your answer in the space given below
b. Compare your answer at the end of the unit
i. What is a report format?
ii. How do you start a report Introduction?

12.6 TECHNICAL PROPOSALS

12.6.1 DEFINITION

A proposal, in simple terms, is an offer by one party to provide a product or service to another party in exchange for money. It is a sales presentation, seeking to persuade the reader to accept the written plan for accomplishing a task. Proposals are written to people within an organization, to an outside company, or to the government. In other words, proposals are written offers to solve a technical problem or to undertake a project of practical or theoretical nature.

12.6.2 OBJECTIVES

- To construct parking slots, buildings, bridges, highways
- To sell property, such as buildings, machines, airplanes
- To survey areas for possible water sources
- To plan and construct airport baggage conveyor systems
- To modernize the office procedure of a company
- To train international managers for work in foreign countries
- To conduct the basic research before developing an automobile factory in a foreign country.

12.6.3 IMPORTANCE OF PROPOSALS

- Proposals, like reports, are valuable records of information in an organization.
- They act as an index of the company's growth or progress.
- Successful proposals given financial returns to the organization.
- They help promote various research activities which are vital for the individual, organization, or government
- Proposals attempt to win contracts for the company undertaking the project.
- Proposal writing develops certain favourable and useful skills such as communicative, persuasive, and organizational skills. It also enhances the power of estimation, Judgment, and discrimination in the writer.

12.7 TYPES OF PROPOSALS

The two basic types of proposals are sales proposals and research proposals. Both these types may be either solicited or unsolicited.

Sales proposals are also known as business proposals. They are sent outside the company to potential clients or customers. An organization often knows in advance those individuals and corporations that are

qualified to bid on a job or help solve a problem. So requests may come via mail or, in the case of the government, via newspapers.

Research proposals are usually academic in nature and mostly solicited. Professors, or the institutions for which they work, may submit a proposal to obtain a grant in response to a request or announcement from the government or other agency. A research proposal may even appear in a foreign language. For example, a research proposal submitted by an academic institution in India to a multinational company in Germany may be in German. Whatsever the research project, the basic content does not vary. All research proposals will contain the elements discussed later in this chapter.

I. PREFATORY PARTS

- Title page
- Letter of Transmittal
- Draft Contract
- Table of contents
- List of Tables/Figures
- Executive Summary

II. BODY OF PROPOSAL
INTRODUCTION

- Problem
- Need
- Background
- Objectives or Purpose
- Scope and Limitation

III TECHNICAL PROCEDURES

- Methods and Sources
- Plan of attack

IV MANAGERIAL PROCEDURES

- Sequence of activities
- Equipment, facilities, products
- Personnel Qualifications

PREFATORY PARTS

TITLE PAGE:

The title pages of a proposal are similar to either short or long reports. Most organizations specify the information to be included in the title page, some even providing special forms that summarize basic administrative and fiscal data. The title page should include at least the title, the name of the person or company to whom the proposal is submitted, the name of the person submitting the proposal, and the date.

LETTER OF TRANSMITTAL:

This is a cover letter that accompanies or is bound along with the proposal. Proposals submitted to government organizations may contain the letter of

transmittal immediately after the title page. This cover letter includes a brief introductory, a middle, and a concluding paragraph. The topic and purpose are clearly mentioned in the introductory section of the letter. The middle section contains the proposal highlights and the concluding section motivates the recipient towards responding positively to your proposal.

DRAFT CONTRACT:
A draft contract is the rough draft of the contract prepared by the proposer. When the proposal is accepted, the original or rough draft may change in terms of finance, duration of the project, etc., Hence, it will be finalized only when the proposal is accepted.

TABLE OF CONTENTS:
Brief proposals do not require a table of contents. But if the proposal is long then a table of contents is essential.

LIST OF TABLES AND FIGURES:
This list enables the reader to locate the graphic aids, if any, quickly.
EXECUTIVE SUMMARY :
Even brief proposals should have an executive summary, Seeking to gain a quick review, some evaluators will initially read only this summary. Hence the executive summary should be a concise version of the detailed proposal. It should provide a brief background, telling your reader the need for taking up this project, and summarize the objectives, how they will be met, what procedures will be adopted, and also the outcome of your project. Budget figures are frequently omitted because proposal summaries or abstracts may receive wide distribution. The summary generally ends with a re-emphasis of the proposal's strengths. The length of the summary is usually between 100 and 300 words depending on the complexity of the proposal. Many proposal consultants believe that the executive summary is the most important part of a proposal. It should create a positive impact, so as to induce the reader to read more of the proposal.

BODY OF THE PROPOSAL

PROBLEM AND NEED : The problem statement clearly specifies what it intends to investigate. It should elaborate the existing facilities/procedure and the shortcomings arising out of the same. It should explain why the problem exists and what benefits will come from the proposed research.

BACKGROUND :
This include information such as the following :

- Previous work completed on identical or related projects
- Literature reviews on the subject, particularly the proposer's evaluation of them
- Statements showing how the proposal will build on the already completed projects and research.

PURPOSE :

The Objective or purpose of the proposal should be stated clearly. It is often stated in infinitive form, for example:

- To offer the supply of 40 aircraft engines to Aviation Supplier Corporation
- To provide the required training for the newly employed graduates

SCOPE :

This part defines the boundaries of the project. For example, the proposal on a research study should clearly specify whether it will study one or more areas of a community, company, department, or a particular problem. The proposal will specify which topics will be outside its scope. The writer of the proposal has an ethical and legal obligation to clarify to the client the limits of his/her responsibility.

LIMITATIONS :

This section describes the restrictions over which the proposer has no control, such as the non-availability of some classified information.

PROJECT TEAM/PERSONNEL :

Even some short proposals include a listing of the individuals who will work on the project, including project director/coordinator. In long proposals, such information is a must including a brief resume of each individual (educational qualifications, professional achievements, experience in the area, publications in the relevant field, etc.,)

PROCEDURES :

Here, a brief discussion on how the technical requirements of the reader will be met should be given. This discussion incorporates the following aspects :

METHODS AND SOURCES :

You need to tell the reader the methods and sources which you will be using to collect the required statistical data for your project. It may also include a discussion on the reliability of the sources from which you would be obtaining the required information or data for the various tasks to be accomplished in your project. For example, if you are submitting a proposal of offer your software consultancy services to some other organizations, you may have to discuss in this part the journals which you had consulted, the personnel whom you had interviewed to understand the existing problem and also the authorities whom you had met to discuss the legal issues.

PLAN OF ATTACK :

Here you are required to present the methodology you would adopt to carry out the project. If you are submitting a proposal for setting up Solar Water Heating Systems in a university campus, you have to explain each step of your process, starting from procuring materials to installation of the systems, Yu can divide this section further into various small headings such as materials, system overview, installation details, etc., In general,

this section presents the various solutions available for the problem and the one you have chosen, justifying the reasons for selecting the same.

SEQUENCE OF ACTIVITIES :

This section pertains to managing the job in question. By means of a Gantt chart or milestone chart, you can present to your client a clear picture of the phases of activities of the project and how long each phase will take. The intention here is not only to guide the reader but also to enable you to proceed systematically with your project. The charts will also show the reader that you have adequately planned and prepared for the various activities.

EQUIPMENT, FACILITIES, PRODUCTS :

You may explain the existing equipment, facilities, etc., at your end and also the additional facilities which you may need to carry out the project. You may elaborate upon your infrastructure by listing all the equipment, products, facilities, etc., you have. In addition, you may given a detailed list which mentions all those things which are necessary for your job.

PERSONNEL :

This section presents the details of manpower requirement to complete the project. It also elaborates the technical expertise your personnel have to accomplish the project. The team organization of your project also can be elaborated upon here as to who would be the chief coordinator and who would be the co-investigators, etc., You can include the company profile in this section. The proposer also provides the manpower requirement which should include a detailed list of number of persons and also the type of expertise they should possess.

BUDGET/COST ESTIMATE :

The budget or cost section is mandatory for all proposals. This provides a breakdown of all estimated costs for the project. It should include such items as materials and supplies, salaries, travel, duplicating consumable items, etc., Some budget sections may be in tabular form o even a form of visual aid. It is customary to include a budget justification section, in paragraph form, stating the various items of expenses the project would incur and also the potential sources of funding for the project. This would be a further rationale for your financial figures. The recipient will appreciate your acknowledging responsibility for potential cost overruns and funding shortfalls and your thorough preparation in presenting this estimate.

CONCLUSION :

This last section of the body of the proposal provides a final opportunity to you to re-emphasize and persuade the recipient that you have all the resources in terms of material, expertise, and enthusiasm to accomplish the project. No new ideas should be added here and this section should be very brief, may be one paragraph.

Check your progress

Note : a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. What is proposal in Technical Communication?

BUSINESS CORRESPONDENCE

Just as we express our views, opinions, thoughts, and idea through writing. Business persons also feel the need of expressing themselves. It is not always possible for them to remember each and every detail in the business. They use the simplest way of expressing i.e., Written Correspondence. A written correspondence in the business world is the business correspondence.

MEANING OF BUSINESS CORRESPONDENCE

Any communication in the form of the letter is correspondence. Any person related to a business expresses oneself though business correspondence. One can also ask any doubt or uncertainty through business correspondence. A businessman writes and receives letters in his day to day life. A correspondence between two organizations or within an organization comes under this category. A letter to a supplier, complaint letters, letter of inquiry, job application letters are some of its examples.

IMPORTANCE OF BUSINESS CORRESPONDENCE

A business correspondence has numbers of importance. Its most important feature is the case of reaching and communicating with different parties. It is not always possible to meet persons face to face. A business correspondence helps to meet some organizational goals. One can achieve the objectives through it. Let us study some of them in details.

OBJECTIVES

After studying this lesson, you will able to :
State the meaning of Business Correspondence ;
Explain the importance of Business Correspondence ;
Describe the essential qualities of a good business letter ;
the various parts of a business letter; and
Recognize the different types of letters used in business

1.MAINTAINING A PROPER RELATIONSHIP

It is not always possible for any business or organization to reach to any person in particular. This will cost any business. Here, the business correspondence will be a rescue for any business. It helps in maintaining the proper relationships between the parties. Business correspondence strengthens the business. It also helps in the internal communication. It makes communication within the organization more clear and precise.

2.SERVES AS EVIDENCE

Any written form of communication serves as evidence. A business correspondence helps the person in a business to keep a record of all the facts. These written records will serve as evidence.

3.CREATE AND MAINTAIN GODWILL

It helps in creating and maintaining goodwill between a business and a customer . Any letter to enquire , complaint, suggestion or feedbacks helps a company to grow and maintain goodwill.

4.INEXPENSIVE AND CONVENIENT

It is a cheap and convenient form of business communication.

5.FORMAL COMMUNICATION

A business communication serves as a formal communication between two persons. It may be a seller and a buyer. It can be between an employee and the employer. The language used is formal and logical. It helps in removing the ambiguity and the doubts of the person involved in the business. The formal communication in business is followed and acceptable.

6. HELPS IN THE EXPANSION OF BUSINESS

A business correspondence helps a business to achieve the set goal. It also ensures the expansion of a business. With no waste of time and proper utilization of manpower and resources, a business can expand. Any information regarding some resources or any product or market can be easily done. Even the news of the expansion of business can be spread by it.

TYPES OF BUSINESS CORRESPONDENCE

A correspondence is of many types. Let us get ourselves familiar with some of them.

1.INTERNAL CORRESPONDENCE

It refers to the correspondence between the individuals, departments, or branches of the same organization.

2.EXTERNAL CORRESPONDENCE

It refers to the correspondence between two individuals. These are not of the same organization is external correspondence. Customer and suppliers, banks, educational institutions, government departments come under this category.

3. ROUTINE CORRESPONDENCE

It refers to the correspondence on routine manners. A correspondence made for inquiries, orders, replies, acknowledgements, invitation, and appointment letters are routine correspondence.

4.SALES CORRESPONDENCE

It refers to the correspondence related to the sale. Sales letters, sales reports, invoice, and confirmation of orders are sale correspondence. Delivery letters, statement of accounts etc., are also some of its examples.

ESSENTIAL QUALITIES OF BUSINESS LETTER

A person should always maintain the quality of the business letter. The qualities of a business letter make it presentable. It becomes easy for a person or an organization to imprint an impression onto the others.

I. INNER QUALITY

It refers to the quality of language used and the presentation of a business letter. They are

1.CLEAR

The language used in the business letter must be clear. It helps the receiver to understand the message immediately, easily, and clearly. Any ambiguity will lead to the misinterpretation of the message stated.

2.SIMPLE

The language used in the business letter must be simple and easy. One must not write a business letter in difficult and fancy words.

3.CONCISE

The message written in the letter must be concise and to the point.

4.CONCRETE

The message is written must be concrete and specific. By using concrete language, a reader, will have a clear picture of the message.

5.ACCURACY

One must always check for the accuracy of the business letter. Accuracy generally means no error in grammar, spelling, punctuations etc., Correct personnel should be targeted for communication.

6.COHERENT

The language used in the business letter must be coherent. The message must be in a logical way for the clear understanding of the message. The flow of the message must be consistent.

7.COMPLETE

One must write a complete message. It helps the reader to know about the issue and the solution to be taken. It should provide all the necessary

information. One must also keep in mind that the message should be concise and short along with the complete details.

8.RELEVANCE

The letter should only contain important information. Irrelevant information should not be included and avoided in any business communication.

9.COURTEOUS

The language used in the business letter must be courteous. A writer must always use open, friendly, and honest wording in his letter. It does not mean that one must use slang and abusive words. One must always add the words like please, thank you etc.,

10.NEATNESS

A business letter must be neatly typed or h and written. Proper spacing, indention, and use of paragraph should be used.

BUSINESS LETTER DEFINITION

A letter written for business purpose is a business letter. Inquiry letter, offer letter, order letter, cover letter, notices, termination of employment are some of the business letters. Suppose a person wants to write any of these business letters. The main question is to how to write a business letter ?

LETTERS OF ENQUIRY

Letters of enquiry are written to ask for information about a business organization, to ask for a catalogue, a price list, the contact details of a company's local representative, or to find out if there are opportunities for business collaboration or employment. Replies sent in response to letters of enquiry should be complete and fully satisfactory in terms of the information asked for. You could also give additional information, offer advice or suggest possibilities if you think that doing this would help get your company business or a large order.

Hotel Aditi
46/17 Patharganj
New Delhi-110 001

HA/HK/293
6 September 2008

The Sales Manager,
Lotus Furnishings
64, Shastri Nagar
New Delhi 110 015.

Dear Sir/Madam,

Subject : Business enquiry

We are renovating the hotel and need elegant, moderately priced bathroom and bedroom furnishings.

We are sending you separately a range of our most popular bed linen and towels. For your purpose, we recommend the Pallavi range of furnishings. Please look at the samples and get back to us with your decision, and we will be happy to discuss the matter further.

For any questions or if I could be of help, please contact me on 23457120/23457121.

Yours Sincerely,

R.Arora

Ramesh Arora
Sales Manager
Lotus Furnishings
64,Shastri Nagar
New Delhi – 110 015
Email: sales@lotus.com

LETTERS OF ORDER

Although printed order forms with a number are often used to place orders, orders are sometimes placed through letters. Order letters follow the general format of business correspondence and give a clear description of the items ordered, their quantities, catalogue numbers and prices. They should also specify the address and date of delivery, the mode of transport the terms of payment according to earlier discussions and whether the final price includes charges for delivery to the buyer or whether delivery charges will be borne by the buyer.

Cygnus Wires
56-712-80 S.TIndustrial Area
Mumbai – 400 001

Order No.65/267
26 November 2008

Bansal Steel Pvt.Ltd.,
87 Shalimar Road
Pune 411 029

Dear Sirs,

We are placing an order for the following grades and quantities of steel rods on the 20% discount offered by you :

Quantity	Items	Catalogue No.	Rate
500 tonnes	Hot rolled 1010	27540	Rs.1000/tone
250 tonnes	Silicon Steel	43601	Rs.1500/tone
500 tonnes	Carbon steel	72158	Rs.1750/tonne

Please arrange to have the goods delivered carriage paid at the above address by 15 December 2008. Please enclose a proforma voucher on receipt of which we will raise a purchase order and send you a cheque for the amount.

Yours faithfully,

SJ George
Simon.J.George
Purchase Manager

II. QUOTATION LETTER

After receiving the letter of enquiry from a prospective buyer, the sellers supply the relevant information by writing a letter that is called quotation letter. These letters are written keeping in view the information asked for like price list, mode of payment, discount to be allowed etc., Businessman should reply to the inquiries carefully and promptly .

SPECIMEN OF QUOTATION LETTER

Tel.508632-35 M/s.Bharat Fans
E-mail:bh@fan.vsnl.net.in
Fax.508600
Bharat Complex
Website:http://www.bhfan.com
Hyderbad industrial Estate,
Hyderabad-500032.

Ref.SL/F/2002/12 Dated:August 10,2002

M/s.Acron Electricals,
22/c,Main Road,
Darya Ganj, New Delhi-2

Subject : Your Letter No.PR/F/2002/27 dated July 27,2002

V. RECOVERY LETTER

The letter written by the seller for collection of money for the goods supplied to the buyer is called recovery letter. The aim of recovery letter is to collect money without annoying the customers. The letter should include information regarding the amount of arrears argument for payment, and last date for payment. The language of recovery letter should be polite, so that the customer is not offended and future transactions with him are not adversely affected.

SPECIMEN OF RECOVERY LETTER

Tel.508632-35
M/s.Bharat Fans
E-mail: bh@fan.vsnl.net.in
Fax.508600
Bharat Complex
Website:http://www.bhfan.com
Hyderabad Industrial Estate
Hyderabad-500032

Ref.SL/F/2002/12 Dated: December 10,2002

M/s.Acron Electricals
22/c,Main Road,
Darya Ganj, New Delhi-2

Subject: Recovery of dues

Dear Sir,

We believe that the payment of our bill No.1713 dated September 2,2002 must have escaped your attention. As the payment is due since long, we would appreciate if you send us your cheque immediately. Please let us know whether payment is being withheld for some special reasons.

Thanking you,

Yours faithfully,
For M/s.Bharat Fans
Sd/-
(Des Gupta)
Sales Manager

Check your progress
Note : a. Write your answer in the space given below
b. Compare your answer at the end of the unit
i. What is the role of Business Correspondence ?

SUM UP

This unit has taken you through different types of reports, structures of it, and etc., It has also made you learn how a technical proposal should be. With all its importance, prefatory parts, Body of the proposal and other Managerial procedures are beautiful described. You were also able to come across how business correspondence helps in all kinds of business correspondence . Different types of Business letters would have given you a beautiful experience about it.

UNIT – END – EXERCISE

1. Write down the essential qualities of Business letter.
2. List out the limitation of technical proposals.

ANSWERS TO CHOCK YOUR PROGRESS

What is a report format ?

Reports are written to present facts about a situation, project, or process and will define and analyze the issue at hand. Ultimately, the goal of a report is to relay observations to a specific audience in a clear and concise style.

How do you start a report introduction?

THE INTRODUCTION OF ANY BUSINESS REPORT OR ESSAY SHOULD :

- Focus the reader's attention on the exact subject of the report;
- Provide background information on the topic of the report ;
- Engage the reader's interest in the topic;
- Give definitions if required

WHAT IS PROPOSAL IN TECHNICAL COMMUNICATION ?

In a technical writing course, the proposal assignment is an opportunity for you to present an idea to a specific, named audience about an idea you have to improve a certain aspect of that company, organization, center, or other business.

WHAT IS THE ROLE OF BUSINESS CORRESPONDENCE ?

It helps in maintaining the proper relationships between the parties. Business correspondence strengthens the business. It also helps in the internal communication. It makes communication within the organization more clear and precise.

SUGGESTED READINGS

Board of Editors (2008) Communication in English and study skills, Orient Blackswan Private Limited, Hyderabad, India.

Dr.Vincent.S (1993/2004) Let's Speak English Soundra Publication, Madurai.

Ghosh.KMrinal (2009). English as a Global Language, Delhi : Authors Press.

Sharma, S.D.(2005) Language and Longuishes. New Delhi. Anmol Publication Pvt.Ltd.,

SinhaSyo-isha, Kumar.M (2001) An Introduction to Language and Communication. New Delhi : Axis Publication.

Grellet, Franciose (1981) Developing Reading Skills UK : Cambridge University Press.

UNIT-XIII PREPARATION OF NOTICES, AGENDA AND MINUTES - HANDBOOKS AND MANUALS

Structure

13.1 INTRODUCTION

NOTICE, AGENDA, AND MINUTES

Meetings are a form of formal interaction and are held in all organizations, small or big, public or private, government or semi-government. According to a survey, the top-level executives of a company spend about 23 hours per week in meetings, whereas middle level managers spend about 11 hours in meetings. Meetings are considered to be a routine phenomenon for the simple reason that everyone calls for meetings yet everyone is critical of them. This form of communication requires a lot of planning and preparation. There are three major components, namely notice, agenda, and minutes. Notices are sent to the prospective participants along with agenda well before a meeting. Whereas minutes are taken down during the meeting.

Handbooks and manuals are the most common form of documentation in the business environment. Many now come in electronic forms, such as documentation stored on a corporate instant, but in whatever form they appear, they are used to instruct and guide employees on technical procedures, corporate policies, and many other kinds of information that is not intuitively obvious or easy to remember.

13.2 OBJECTIVES (AFTER THING UNIT YOU WILL BE ABLE TO)

- Give the members an idea about the topics to be discussed
- Pressure the resolution of the meeting for future references.
- Discuss and take discussion
- Guide or instruct people for an occupation
- Refer a book in a particular field.
- Give information or instruction.

1.NOTICES

Notice are written information about the day, date, time and venue of a meeting. Generally, these are sent a few days before the meeting. Notices are not sent long before the meeting because the participant might forget and they are also not sent at too short a notice as the prospective members may have some other prior engagement due to which they might fail to

attend. Notices are sent to all those who are entitled to attend it. In case of a general body meeting, the intimation of the meeting is sent to all the directors. Do the following after you have decided to call a meeting :

1. Prepare a notice which includes the date, time, agenda, and venue of the meeting. Send the notice to all the participant members give to seven days before the meeting.

2. Attach the minutes of the previous meeting (if there has been one). This gives the members a chance to bring up anything they do not understand or agree with.

3. Send the agenda with the notice.

13.3 AGENDA

As the cornerstone to any successful meeting in an organization, an effective meeting agenda provides structure and focus and clearly indicates the purpose of the meeting. The agenda serves as the road map for the meeting.

A well-constructed and thought out agenda is an indispensably valuable tool for achieving the desired meeting results in a reasonable amount of time. A good meeting agenda always serves as a guide to the participants, thus making the meeting more efficient and productive

An agenda is a list of the topics you will address to get to that objective, with a time limits to keep you on track. For example, if you are writing agenda for the fourth meeting, write that as suggested below :

4.1. Confirmation of the minutes of the last meeting.
4.2 Review the status of last quarter's goals
4.3 Appointment of a new sales manager and three project engineers
4.4 Reporting and reviewing the ongoing construction of new factory site.etc.,

13.4 SIGNIFICANCE OF AN AGENDA

Following are the uses and significance or preparing an agenda :

1. It forces the convener of the meeting to think about what needs to be accomplished.
2. If it is sent ahead of time, the agenda lets participants know what to expect and allows them to prepare as required.
3. It provides a blueprint for the meeting to follow.
4. It helps the concerned members to think of what is left uncovered and this can help in adding those issues with the permission of the chair.

13.5 TIPS FOR PREPARING AN AGENDA

Given below are a few important tips to make your effort result oriented :

1. Send a preliminary meeting agenda and solicit any further agenda topics (be sure to include a strict deadline for additional topic suggestions)
2. Include only those additional topics which assist in achieving the

meeting objective.

3. Your agenda should include all the topics and allow the participants to begin preparing for the meeting.
4. If you have special guests attending the meeting, find out whether they have any issues that can be combined because they are related, similar, or even the same in terms of means or ends. If so, arrange them under one agenda item. Organize the order of events according to their time and importance.
5. Generally, the first item on every agenda is confirmation of the minutes of the previous meeting and the last any other matter with the permission of the chair.
6. Increase there are only a few points to be discussed, the agenda can be written on the notice itself.
7. Check the agenda for errors.
8. Send the agenda along with the notice or email it to all attendees. You should do this as near to the actual meeting as possible.

13.6 HOW TO PREPARE AN AGENDA ?

As discussed earlier, you need to be careful while preparing an agenda for a meeting. Mainly there are two parts :

1. Header
2. Body – list of items

HEADER

The header is particularly useful if the participants belong to various groups/organizations, or if the agenda will be made public record. You header should include the following :

- Name of the organization
- Group meeting agenda
- Location
- Date
- Starting and ending time

BODY

The body of the agenda lists the actual business to be transacted during the meeting. When possible, use action words such as approve, discuss, adopt, develop, assign, conceptualize, brainstorm, review , and announce so as to let the participants know what is expect of them. Against each item is a suggested time, but in reality the time allotted will depend on the nature of issue/agenda item being discussed. Allocate a reasonable and realistic amount of time to each agenda task. This keeps the meeting focused, helps it to proceed on time, and ensures the smooth conduct of the meeting. Place important tasks at the beginning of the agenda. It is so because in the beginning of the meeting, energy levels are higher and participants are focused. Adopt a strict policy of not discussing any topic not listed on the agenda. Designate a presenter for each agenda task.

MINUTES

Minutes are the written proceedings of the business transacted during a meeting. Since the minutes will serve as an official record of what took place during the meeting, you must be very accurate in writing them. The minutes are generally recorded sequentially by the secretary of the concerned group or organization. However, at times, any other member attending the meeting may also be required to draft the minutes. In any case, the minutes of a meeting include the main points of the discussion held and the decisions taken. At times, minutes are written in the prescribed format of the organization and are regarded as an important record in the organization. Minutes, thus, are a written record of committee meeting times, attendance, topics covered, discussion on topics approved. Besides, it includes all the important decisions taken, and methods and motions adopted.

The minutes of a meeting form the basis of future actions and decisions related to matters discussed, such as promotion of staff, determining the incentive, procedural changes, increase in the membership fee, etc.,

Here are some examples of notices, agenda, and minutes for meetings in organizations.

Pink Square Mall
Vaishali Nagar, Jaipur 302009

20 December 2010

NOTICE

The Eighth Meeting of the Executive Committee will be held as per the following schedule :

Date : 24 December 2010
Day : Friday
Time 6 p.m.
Venue : Seminar Hall, Ashoka Hotel, Jaipur
The agenda for the meeting is attached.

AnubhavNagpal
Secretary

To:
The Members of the Executive Committee

Pink Square Mall
Vaishali Nagar, Jaipur 302009

Agenda for the Eighth Meeting of Executive Committee to be held at 6 p.m. on Friday, 24 December 2010 at Seminar Hall, Ashoka Hotel, Jaipur.

8.01 Confirmation of the minutes of the last meeting
8.02 Appointment of the Manager at Mansarovar Branch
8.03 Opening a retail outlet comprising major brands of shoes and sports goods
8.04 Announcement of the festive discount

8.05 Decision to be made regarding decoration of Pink Square branches across the city
8.06 Date of next meeting
8.07 Any other matter with the permission of the Chair.

AnubhavNagpal
Secretary

Pink Square Mall

Minutes of the Eighth Meeting of the Executive Committee held at 6.p.m. on Friday, 24 December 2010 at Seminar Hall, Ashoka Hotel, Jaipur.

Present

ShriNarain Das Baweja	Chairperson
ShriSatishGirotra	
ShriAjitAgrawal	
Shri Ashok Saxena	Executive Committee Members
Shri Ravi Arora	
Shriraghav Dixit	

In Atttendance
ShriAnubhavNagpal, Secretary
ShriUtkarshSinha, People's Officer

Check your progress
Note a. Write your answer in the space given below
b. Compare your answer at the end of the unit
i. What is the purpose of an Agenda ?
ii. What are minutes of meetings ?

13.7 HAND BOOKS

PROFESSIONAL

organizations usually produce a variety of handbooks ranging from short, duplicated or photocopied sets of regulations to glossy, multi- colored reports. These are produced for different types of audience such as office staff, technical personnel, shareholders, etc., Certain handbooks are brought out for general information, e.g. history of the organization, and certain handbook that are only for the benefit of employees, e.g. sets of rules.

When you are asked to produce a handbook, how should you go about it ?

First of all, carefully determine what information you have to convey, Next analyze its readership, i.e. who the intended readers are. Lastly, decide how best to convey the information. A determination of these three factors would enable you to decide which style of writing is to be used and the technique of presenting the information . In general, every handbook should be easy to read even if the information to be conveyed is complex. For example, when you are asked to convey information about leave, pension, service conditions, etc., avoid legal jargon and complex sentences

as far as possible Often this problem is solved by giving in the handbook only the broadest summary and then referring the reader to another source of information.

The contents are determined by the purpose and readership. For example, when the intention is to inform new employees of the fundamental rules and working conditions of your organization the handbook may contain the following :

(i) Short introduction by the head of the organization.

(ii) Information about the organization in brief .

(iii) Rules such as attendance, leave, general conduct, health, safety, discipline etc.,

(iv) Benefits such as education, training, entertainment, canteen, D.A., \ pension, etc.,

Remember, whatever be the subject-matter of a handbook, it should be capable of being handled and referred to conveniently. Before you go in for production, find out the number of copies to be produced, the amount of money available and the mode of production (duplicated, photocopied, word processed, printed) . Other details to be determined by you are the quality and size of paper, the type of building and the kind of cover to be used.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. What are handbooks used for ?

13.9 MANUALS

A manual is a concise reference handbook dealing with a particular process, procedure, operation mechanism, job instruction, etc., It is essentially a how-to-do-it document prepared with meticulous care, containing details of the concerned subject-matter. It explains how a certain thing happens or how a particular job should be done. It thus has an 'if-then' approach to what is being explained.

A manual grows out of the sheer necessity and the concern of an organization to keep running smoothly and getting jobs done efficiently. It is unique inasmuch as it details with only one appliance or mechanical device. Typical uses of a manual are :

(i) Instructions to customers on the use of the equipment /appliance you are supplying.

(ii) Instructions to customers' representatives on how to instruct their own employees on the use of a machine.

(iii) Instructions to management, supporting staff or helping staff on the use of equipment or procedures.

(iv) Instructions to other departments or organizations on how to liaise their operations with yours.

13.9.1. TYPES

A large organization may have a number of manuals dealing with different jobs, functions or descriptions. A run through of the kinds of manual used in the professional world, however, indicates that they can be classified into the following three categories :

(i) Technical Manual : A technical manual describes an appliance or a mechanical device and contains instructions for installation, operation, maintenance, repair, and overhaul. It may also state how the problems in their working may be solved. A manual of this type in a particular industry is often termed as Industrial Manual. When a manual deals only with one of the aspects of a machine, it may be termed as Industrial Manual. When a manual deals only with one of the aspects of a machine, it may be termed as Operation Manual, Installation Manual, or Maintenance/Service Manual depending upon its contents. In practice, however, a machine has a manual dealing with all these aspects.

(ii)Laboratory Manual : This describes how the user of a lab should perform specified experiments and gives information about the concerned equipment, components, devices and testing techniques. It may also contain pre-and post-experiment quiz questions for self-testing. Such manuals are usually written for specific courses in universities or for the conduct of experiments in research laboratories.

(iii) Procedure Manual : This deals with established procedures and working practices in an organization. Generally the contents of such a manual are of a non-technical nature. It may, for example, describe in details the procedure to be followed for applying for a loan or an advance.

13.9.2.FEATURES

Certain features are common to every manual : sources, parts, and style. It is these which we are going to discuss now.

(A)SOURCES

When you are asked to write a manual, the first problem that you would face would be, where to get the matter from. There are three obvious sources. One your own personal experience in the area. You would usually be given this task only if you are familiar with the job. Two, others' experience and documents dealing with the subject matter. These may be reports, letters, memos, notes in the files and descriptions by the manufacturers, etc., Three, the internet, You may be able to find through it relevant information on the subject. You should analyze the information that you collect from these sources before you transform the entire data into small units for step-by-step instruction or description. There is another consideration which should guide you, namely, a visualization of the reader's needs and problems – his education, experience, degree of responsibility, expectations, etc., After the analysis is over, prepare a detailed outline. Organize it on the basis of the reader's need to know

what you are saying. Sequencing is as important as the need to visualize all the steps in a particular process. If you miss a single step the entire operation may go wrong just as if you miss a single detail the description may become meaningless. The outline of a manual thus is different from the outline of other forms of writing. Careful thought is required for splitting the information and converting the experience into small but easily understandable instructions or steps.

(B) PARTS

A manual has the following parts :

COVER

It is usually attractive with graphical depiction and has the logo of the product or services. It gives the name of the product or service being explained in the manual and also tells the purpose of the manual.

Since the cover has the picture or illustration of the product, you can readily identify it.

PRECAUTIONS

It is the second page after the cover which you want to go through to take precautionary steps before and during the product is used. Manufacturers and companies want to avoid any litigations by the customer, therefore they alert you beforehand. Sometimes red colour is used to draw attention on the precautions.

TABLE OF CONTENTS

As your user's manual will have several sections, the table of contents enables you to locate a particular section of the manual A sample of table of contents for the user's manual of Videocon Multi Fridge is given below

Installation	2
Precautions while using	3
Parts	4-5
How to use	6
Replacing lamp	7
Leveling the appliance	7
Removing accessories	8-9
Before calling service	11-12
Dura fresh	13
Warranty	14
Warranty card	15

INTRODUCTION

User's manual is one of the contacts a company has with its customers. That is why the Introduction is usually in friendly tone so that it gets the audience recognition and audience involvement. Through manuals, goodwill of the customer is created.

ABBREVIATIONS

If you use abbreviations in manuals, explain them properly as the reader will not understand the unfamiliar terminologies. You might pass on some information incorrectly which can lead to serious problems.

To avoid this define the acronyms abbreviations, and symbols clearly. These definitions can be incorporated in the manual or in the glossary. Following examples explain the terms.

FED	-	Fixed End-point Dosing
SVD	-	Step Volume Dosing
CCW	-	Counter Clockwise
RMS	-	Root Mean Square

TECHNICAL SPECIFICATIONS

Technical specifications help the user identify the parts referred to in the manual. Usually this part has the picture of the product which is labeled properly. For example, if the user manual for AG-DV X100 mini-DV Camera/Recorder tells about manual zoom ring without pointing out their position, the reader will be confused contrarily, if it is pointed out in the picture of the camera it will make the reader's job easy.

WARRANTIES

Warranty is part of all the manuals and it protects both the customer and the manufacturer. It usually states that if product malfunctions after a period of time designated by the manufacturer, then the customer is responsible for the repairs and replacement of the parts.

ACCESSORIES

By providing list of accessories the company tries to increase its income. This is one way of selling additional equipment. Through manual, company promotes the equipments in an accessories list. It is an optional element usually specifications are provided for these accessories.

CONTACT DETAILS

All the user's manuals contain the contact number and address where the customers can register complaints. The user's manual is concluded with this information.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. What is technical manual writing ?

LET US SUM UP

In this Chapter we are able to be the essential qualities of Notice, Agenda and Meetings. You are also exposed to significance of Agenda.

WHAT IS THE PURPOSE OF A AGENDA ?

Notice of meeting. The agenda serves as a notice of meeting if it is sent out to meeting participants in advance. List of items/topics – The agenda is a list of topics that will be discussed . The agenda enables participants to prepare in advance for the topics so that they can make a more valuable contribution.

WHAT ARE MINUTES OF MEETINGS?

Meeting minutes are the written or recorded documentation that is used to inform attendees and non attendees about what was discussed or what happened during a meeting.. Minutes usually include. Names of participants. Agenda items covered. Decisions made by participants.

WHAT ARE HANDBOOKS USED FOR ?

Handbook is a Comprehensive and detailed work on a particular topic for practitioners, structured for quick reference and often used as a supplement to a text book. The term is commonly used interchangeably with manual.

WHAT IS TECHNICAL MANUAL WRITING ?

Writing a technical manual is a straightforward task that involves organizing steps and creating clear, concise wording… Determine the style of the technical manual by either creating a simplified style guide or by following an existing style guide, such as the Microsoft Style Guide, such as the Microsoft style Guide for Technical Manuals.

SUGGESTED READINGS

- Adair, John. Effective Communication. London: Pan Macmillan Ltd., 2003

- Ajmani, J.C.Good English: Getting it Right. New Delhi : Rupa Publications, 2012

- Amos, Julie-Ann. Handling Tough Job Interviews. Mumbai : Jaico Publishing. 2004

- Bonet, Diana. The Business of Listening: Third edition. New Delhi: Viva Books, 2

UNIT -XIV RESEARCH PAPERS AND ARTICLES - USE OF GRAPHIC AIDS

Structure

14.1 INTRODUCTION

Research is an essential ingredient of all fields of study as well as all professions. Whether you are an academician or a professional working in industry, you need to involve yourself in research with a view to equip yourself better in your chosen field. You could carry out research individually on your own initiative, or as a member of a research project team in your organization.

Any systematic investigation towards increasing the sum of knowledge can be termed as research. Sometimes you may undertake research work that is a replica of some previous study because you want to test the reported findings or the relevance of such findings in a different cultural or social milieu.

An organized analysis of a subject written mainly to record and disseminate information or knowledge, or to present a point of view on a selected topic, is known as a research paper.

14.2 OBJECTIVES (After this unit you will be able to

→ Identify parts of the research paper.

→ Understand some different ways researchers develop idea for Research

→ Understand what to include/exclude in various section of research articles

→ Know how to use of charts, maps and diagrams.

14.3 RESEARCH PAPER

14.3.1 CHARACTERIZES

In its style, structure, and approach, a research paper closely remembers a formal report. Hence the characterizes are also almost the same. In certain reports it communication differs from a formal report. While a research paper is written mainly to disseminate knowledge, a report is written for decision making or action. The reading of a research as per is optional but someone must read a report. The incentive for a research paper may be one's professional advancement, whereas a report always arises out of specific need. Given below are the chief characteristics of a research paper.

(i) A research paper is a most important form of expository discourse. It may be written on any topic or subject – scientific, technical, social, cultural, etc., but the treatment is scholarly in nature.

(ii) It is highly stylized and contains a high concentration of certain writing techniques such as definition, classification, interpretation, abstraction, description etc.,

(iii) It is objective in nature and the presentation of information is accurate, concise, direct, and unambiguous.

(iv) Generally, it contains almost all those formal elements which a technical report includes.

(v) Most research papers are characterized by the use of graphic aids, and scientific, technical, or specialized vocabulary.

(vi) Every research paper is a unified composition arising out of the study of a particular subject, assembling the relevant data, and organizing and analyzing the same.

(vii) A research paper is a documented prose work. All important analyses have to be supported by adequate evidence. In short, documentation is essential for all research papers.

14.3.2 COMPONENTS

A research paper is a piece of written communication organized to meet the needs of valid publication. It is therefore highly structured with distinctive and clearly evident component parts, which are listed below :

- Title
- Authors and Addresses
- Abstract
- Introduction
- Materials and Methods
- Results
- Discussion
- Conclusions

- Acknowledgements
- List of Symbols
- References or Bibliography

TITLE

The title of a research paper may be defined as the fewest possible words that adequately describe the contents of the paper. It ought to be well studied and should give a definite and concise indication of what is to come. In preparing the title for a paper, the author would do well to remember that the title will be read by thousands of people. Many people will read the title either in the original journal or in one of the secondary (abstracting and indexing) publications. Therefore, all words in the tile should be chosen with great care and their association with one another must be carefully managed. It is worth remembering that the indexing and abstracting services depend heavily on the accuracy of the tide. Also, an improperly titled paper may be virtually lost and may never reach its indented audience.

AN EFFECTIVE TILE

- Is a clear indication of the contents of the paper
- Is neither too short nor too long
- Contains specific and not general terms
- Is built on careful syntax
- Is a label and not a sentence
- Avoids the use of common abbreviations, specific notations, and reference numbers

NAMES AND ADDRESSES OF AUTHORS

An address serves two purposes. It serves to identify the author, it also supplies the author's mailing address. The mailing address is necessary for many reasons, the most common one being to denote the source of reprints. Unless the writer of a research paper wishes to publish anonymously, a full name and a full address should be considered obligatory. The authors names should be spelt and given in the same way in all their publications. Departure from this causes confusion at the time of cumulation of information. If different authors of the same paper have different addresses, the respective names and addresses should be given separately.

ABSTRACTION

With increased importance acquired by secondary services, particularly the abstracting periodicals, the abstract of a research paper has assumed special significance. It has two main functions:

(i) to enable readers identify the basic content of a document quickly and accurately in order to determine its relevance to their

interests and thus to decide whether they need to read the document in its entirety, and

(ii) to meet the requirement of the abstracting journals.

INTRODUCTION

The purpose of an introduction is to supply sufficient background information so as to allow the reader to understand and evaluate the results of the study. It may therefore become necessary to refer to work done earlier only in strict relevance to the above purpose. Sometimes it is necessary to outline the author's earlier attempts to solve the problem along with citations to relevant literature. It is, however, redundant to attempt a complete historical survey of the earlier work. Very often it is possible to cite a single reference to an important recent review article instead of giving a long list of references; all of them might have been referred to in the review article.

MATERIALS AND METHODS

The main purpose of this section is to describe (and if necessary defend) the experimental design, experimental technique, or theoretical derivation, and then provide enough details so that a competent worker can repeat the experiments. If a well-known technique or approach is used, it is enough to cite the relevant literature reference where the description is available. There is,, of course, a need to depart from this policy in those cases where the original source is an obscure one.

In such cases where the technique or approach adopted involves some modification over the earlier technique or approach, detailed description of the modification only need be given.

For materials, relevant specifications must be given. Experiments performed, the ranges covered, the new equipment used, etc., must be described in sufficient detail. Besides technical specifications, quantities and even physical properties of.

RESULTS

This section forms the core of the paper-the data. There are three ways of presenting the data; (i)in text, (ii)in tabular form, and (iii) in illustration form. A particular set of data should be given only in one of these forms. Duplication should be avoided as far as possible.

DISCUSSION

The main functions of this section are to interpret data and to highlight the significant features of the data and the possible causes of these features. It should also mention the limitation, if any, of the data and point out any sources of error.

The tendency to repeat description of data in this section should be avoided. What is obvious from the tables or figures need not be described in the text again. Here, only interpretation of data need be done.

CONCLUSIONS

Conclusions should stem directly from the data presented and no extra material should lbe introduced . When there are significant findings, conclusions are a necessary part of the paper. The major function of conclusions is to make recommendations based on the results of the study. If no recommendation emerges, this section may be dispensed with.

In such cases where the study has led to clear-cut findings, it is preferable to give the conclusions in the form of a series of numbered points.

ACKNOWLEDGEMENTS

Two additional sections, namely the Acknowledgements and the References, usually follow the main ext of a research paper.

In the Acknowledgements section two possible ingredients require consideration. First, you should acknowledge any significant technical help you received from any individual, whether in your laboratory or elsewhere. You should be also acknowledge the source of special equipment, other materials, etc., Second, it is usually this section where you should acknowledge any outside financial assistance such as grants, contracts or fellowships. There is not anything really scientific about this section of the research paper. All it needs is simple courtesy, appropriate order, and of course, variety in your expression.

LIST OF SYMBOLS

You can use shortened versions (abbreviations) but it should be standard one. It is a good practice to give the full version at the first place of occurrence followed by the abbreviation within parentheses. Thereafter, only the abbreviated form may be used throughout.

One-or two-letter symbols may be used to represent physical quantities, units, or chemical elements. Only the standard symbols should be used. Except such symbols as are in common use, all other symbols must be explained in the Nomenclature.

Names of units and their abbreviations should conform to standard practices. The most appropriate system is the International System (SI) Units.

REFERENCES

The main purpose in citing references to the work of earlier researchers is is to enable the reader to consult the original source. Therefore, unless the references are complete in respect of all bibliographic details, the readers will face immense difficulty in locating the original sources. Only such references should be cited as have been actually consulted.

References taken from second hand sources should not be cited.

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. What exactly is a research paper?

ii. What defines a research paper ?

14.4 DEFINITION OF A RESEARCH ARTICLE

A research article reports the results of original research, assesses its contribution to the body of knowledge in a given area, and is published in a peer-reviewed scholarly journal. A given academic field will likely have dozens of peer-reviewed journals. For university professors publishing their research pays a key role in determining whether they are granted tenure. One, research articles had only a limited audience consisting mainly of other scholars and graduate students. Today, websites such as Google Scholar and the proliferation of electronic academic journals have broadened the potential audience for research articles.

14.4.1 FEATURES

Research articles generally consist of the following components; a title and abstract, an introduction, a methodology, results, discussion, and references. Before they are published, the editor of the journal to which the manuscript was submitted sends it to experts in the same field for review. These scholars will review the article for, among other things, the appropriateness of its methodology and its relevance to the field. They may suggest revisions. The peer review process is lengthy. It may be a year or longer between the time an article is submitted and its publication.

14.4.2 TITLE AND ABSTRACT

The title and abstract are key factors in determining whether the entire article will be read. A title should be descriptive, giving the reader an idea of the focus of the study. Because the Internet has made it possible to access so many research articles online, a little should contain enough keywords for an interested reader to find the article. The abstract, meanwhile, serves as a mini-summary of the study. Many readers will review the abstract and, based on the findings, will decide whether to read the entire article.

14.4.3 INTRODUCTION

The introduction of a research article should state the problem being studied and the reason for the study. To place the research in proper context, the introduction should contain a brief summary of the previous research in the area covered by the study. This literature review should include references, which should be listed in the references section at the end of the article. By presenting an overview of the previous research, the article’s author(s) can explain how the study presented in the article will contribute to and advance the body of knowledge.

14.4.4.METHODS

This section of the research article should outline the methodology the author(s) used in conducting the study. Including information on

methods used allows readers to determine whether the study used appropriate research methods for the question being investigated. It also makes it possible for other researchers to replicate the study and see if they obtain the same results.

14.4.5. RESULTS

The results section will present the data, the meat of the study. It is easy to confuse the results section with the discussion section that follows, in which the article's author interprets the results of the study. The results section should only report the results from the data analysis, regardless of whether the study is qualitative or quantitative.

14.4.6 DISCUSSION

The section presents an interpretation of the results of the study. The authors will summarize the findings and assess them in the larger context of the existing knowledge, pointing out the ways in which their findings relate to those from prior studies. Any unusual or unexpected results will be discussed in this section as well. Finally, the authors will consider the larger theoretical implications of the study's results.

14.4.7. CITATIONS

The citations (reference) come at the end of the article and should list all books, articles, and other resources used and cited in the article. The references—and the entire article—should be written in the appropriate style (Modern Languages Association, American Psychological Association, Chicago, etc.,)

Check your progress

Note a. Write your answer in the space given below

b. Compare your answer at the end of the unit

i. What are the elements of a research Article ?

14.5 USE OF GRAPHIC AIDS/ILLUSTRATIONS

Effective business report writers stress on the layout of reports because a neatly furnished report not only enhances the appearance but also enables them to communicate effectively. Since most of the reports include complex, voluminous data, you can tell the story better by including graphic aids (e.g., tables, charts, diagrams, etc.,) Graphic aids supplement the text help you communicate the report content, given emphasis to key points of the coverage, and make the report more interesting and readable. Above all, they help you give it a professional flair. Therefore, it is advisable to know the answer to some of the following relevant questions with regard to the use of graphic aids/illustrations :

14.5.1 WHEN TO USE ?

- When you have a mass of statistics to present.
- When you have to explain complex ideas.

14.5.2 WHY SHOULD YOU USE THEM ?

- They lend a distinctive professional flair to presentations.
- They help to clarify and reinforce the information.

- Illustrations help us present large details in less space and with greater accuracy.
- They undoubtedly make the descriptions clear, vivid, and eye-catching.
- They communicate more effectively and accurately.

14.5.3 HOW TO USE ?

- Illustrations should be neat, accurate, and self-contained.
- Contents should be closely related to the text.
- Size of the illustration should be big enough to be clearly visible.
- If you photocopy or directly copy from another sources, you must give proper credit to your source.
- Illustrations should be numbered and captioned as suggested below :

1. Tables – Roman numerals at the top
2. Figures – Arabic numerals at the bottom

KEEP THE FOLLOWING TIPS IN MIND WHILE INCORPORATING GRAPHICS INTO A REPORT ;

1. Place the graphic aids as close to the related text as possible, usually following the paragraph in which it is introduced.
2. Always refer to a graphic aid in the report text (e.g., 'Figure 1 illustrates').

3. Give a title and number for tables and charts. Tables are usually numbered separate the term figure may be used for graphic aids other than tables (e.g., Table I, Figure -1, Figure-2, Table II, Figure 3) Or a numbering scheme identifying the type of figure may be used (Table I, Chart 1 , Map 1 etc.,)

4. Table numbers and their captions (titles) are given at the top of the tables in capital Roman numerals, whereas figure numbers are given at the bottom of the figure along with the caption. Look at the examples given below.

5. Graphics are usually included in the 'Discussion' section of the report. Generally, you require to include your results graphically as well as in written form.

1.6 TABLE – I CREATIVE WRITING MID SEMESTER GRADES I SEMESTER 2009-2010

Grade	Male Students	Female Students	Total
A	7	10	17
B	27	27	54
C	43	46	89
D	13	16	29
E	5	6	11
Total	95	105	200

Note : Based on Simulated Data

Comparative bar graph showing defects in cars in A,B,C factories courtesy : http://www.ncsu.edu/labwrite/res/gh/gh-bargraph.html

Now let us look at the different types of graphic aids that can be used in reports shows the various types of graphics.

FIG.23.22 Various types of Graphics
Let us look at an example each of independent table and phrase table.

INDEPENDENT TABLE

Independent table is the one that includes rows and columns giving the complete statistical information related to the issue under discussion. Independent tables are used for helping the reader understand the trend or pattern without necessarily going through the preceding or the following text. Table 23.3 gives an example of an independent table.

TABLE 23.3 Trend of admissions in various academic programmers at Oxbridge College 2000-2010

S.No.	**Programme**	**Year**	
1	B.A.,	110	100
2	B.Sc.,	35	80
3	B.Com.,	70	90
4	Journalism	20	50

DEPENDENT TABLE

Dependent table is the one which is closely associated with the text preceding and following it. It cannot be interpreted effectively independent of the text.

PHRASE TABLE

Phrase table is the one which consists of rows and columns and instead of given data in figures, provides information by using words and phrases. Table 23.4 gives an example of a phrase table.

DETAILS OF AVAILABILITY AND DURABILITY OF ESSENTIAL GOODS.

GOODS	**DURABILITY**	**NATURE/METAL**	**AVAILABILITY**
Toys	Breakable	Plastic Abundant	Utensils
Utensils	Long lasting	Steel	Scarce
Flower Pot	Long lasting	Brass	Scarce

PHOTOGRAPHS

Sometimes you may be required to provide a photograph of a machine or site or building of equipment to illustrate a realistic and accurate view of your subject. It makes your verbal expression more power and assertive.

MAPS

Maps are the other wonderful aids which help you depict geographical and spatial distribution . For example, the spatial location of a produce, building, route, highways, minerals, etc., can easily be presented by showing maps.

CHARTS

Tables and graphs show quantitative analysis and relationship among various heads, whereas charts in a report give the non-quantitative information. For example, an organizational chart illustrates the positions, units, departments, or functions of an organization or the way they are connected to one another. A flow chart, on the other hand, shows pictorially how a series of events/activities/operations are arranged to complete a full cycle.

GRAPHS

Graphs are the illustrations which help the author in presenting the data in a creative, colourful, and catchy manner. Graphs help the reader understand the various trends and patterns that the report intends to project.

Graphs are of various types. These are as follows :

*Rectilinear	*Multiple line	*Bar	*Pie
*Semi-log	*Pictorial	*Scatter	*Surface

By this time, you must have understood the basic nature of a report and its most characteristic features. An important aspect of reports, like all professional tasks, is its planning and preparation, both of which are essential in letting your report fall in consonance with its desired tenets.

Check your progress

Note a. Write your answer in the space given below
b. Compare your answer at the end of the unit
i. What is the use of graphic Aids ?
ii. What are the commonly used graphic aids ?

LET US SUM UP

This Chapter clearly puts for the Characteristics of a research paper, and its components with all other materials and methods. You also have learnt the features of research article and the essential qualities of it. You were also taught to be effective business report writer just by learning how to use graphic Aids and illustrations like tables, charts, diagrams. This chapter indeed has fed you enough to be aware of what you need you need to be aware of when it comes to research and its requirement.

UNIT-END QUESTIONS

1. Write down the components of a Research paper.
2. Illustrate the features if Research Article.

ANSWERS TO CHECK YOUR PROGRESS

WHAT EXACTLY IS A RESEARCH PAPER ?

A research paper is a written document that is designed to provide proof, or evidence, to support a thesis. The thesis is a statement based on a hypothesis (an unproven conclusion) about a matter….. The research paper is what is used to support the conclusion that was stated in the thesis.

WHAT DEFINES A RESEARCH PAPER?

A substantial piece of academic writing, usually done as a requirement for a class, in which the author does independent research into a topic and writes a description of the findings of that research.

WHAT ARE THE ELEMENTS OF A RESEARCH ARTICLE ?
THE BASIC ELEMENTS OF A RESEARCH PAPER ARE

- Title
- Abstract
- Introduction
- Literature review
- Methods
- Results
- Discussion/conclusion
- References/bibliography.

WHAT IS THE USE OF GRAPHIC AIDS?

It involves the use of pictures, videos, charts or internet material that relate to the subject. Graphic aids are perfect for low level readers and also engage all students in the learning process.

WHAT ARE THE COMMONLY USED GRAPHIC AIDS?

Authors of technical papers have many visual/graphic aids available to them. The most common are: grid graphs, tables, bar charts, flow charts, maps, pie diagrams, and drawings and sketches. Grid graphs are used to show relationships. Tables allow the reader to make comparisons of data.

SUGGESTED READINGS

- Kratz, Abby Robinson. Effective Listening Skills. Toronto: ON: Irwin Professional Publishing, 1995.

- Kroehnert, Gary. Basic Presentation Skills. Sidney: McGraw Hill,2010

- Lesikar, Raymond V and Marie E. Flatley. Basic Business Communication: Skills for Empowering the Internet Generation: Ninth Edition. New Delhi : Tata McGraw-Hill, 2002

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